A U.S. DEPARTMENT OF COMMERCE WEEKLY

International Commerce

August 19, 1968

Prospecting four growing SE Asia markets

International Trade Winds

Company News

INSTITUTIONAL EQUIPMENT—Sico, Inc., Minneapolis, has announced the establishment of a new International Special Products Division. The new operating division will be responsible for production and sales of Sico's line of portable stages and dance floors, as well as development of new products and new markets. Its activities will include supervision of Sico's overseas programs, working with affiliates in Canada, the United Kingdom, Europe, and the Far East.

SOFT DRINKS—Dad's Root Beer Co., Chicago, has established Singapore Dad's Co., Ltd., as a joint venture with Fraser and Neave, said to be the largest bottlers in Singapore and Malaysia. Singapore Dad's will operate in Singapore, Malaysia, Brunei, Thailand, Indonesia, Mauritius, the Seychelles, Christmas and Cocos Islands, Ceylon, Burma, and Laos. Bottlers in these areas will be franchised to make and market Dad's root beer, and other producers will be licensed to use Dad's as a flavor for ice cream, candy, and milk.

TEXTILES—The Fidelity International Corp., Edge Act subsidiary of The Fidelity Bank, Philadelphia, has become a shareholder in United Nylon Co., Republic of China (Taiwan). United Nylon is an affiliate of China Man-Made Fibers, and other shareholders include China Development Corp., Taiwan, and Chemtex, Inc., a New York-based engineering firm. Aided by a $2.7 million loan from the Export-Import Bank of the United States, United Nylon plans to expand its capacity considerably in the near future.

AUTOMOTIVE EQUIPMENT—Jervis B. Webb Co., Detroit, Mich., has supplied automotive materials handling systems for installation in two new Far Eastern automobile assembly plants producing 20 different lines of cars. Both plants, one in Singapore and another in Kuala Lumpur, Malaysia, are operated by Associated Motor Industries, Ltd. Webb-engineered automotive conveyors and other handling systems were installed in the plants by Webb's licensee, Conveyor Company of Australia, Ltd.

Newsletter

Fifty State Export Reports recently published by the Department of Commerce—one for each state, and packed with the latest pertinent data—have made an impact on current national trade policy discussions. In the same important field is the United California Bank's new booklet, "International Trade, Its Impact on California and the United States." The bank's economists project California's exported goods to total $6.3 billion in 1975. The bank's Int'l Division, 600 S. Spring St., Los Angeles 90014, has copies.

Baltimore has placed itself in the same container with London and Melbourne—at least for exhibition purposes. An international containerization show to be held at Baltimore's new Civic Center Oct. 28–Nov. 1 is the second in a world series. The first was already held in London in May, and a third will be held in the Australian city next June. Twelve of the exhibitors in the London show are moving on to the Maryland exhibition, which will include a series of symposiums on the container's place in the future of international commerce.

A stimulating guide for those planning fall traders' discussions is the Foreign Policy Association's May-June issue of "Intercom," devoted to the U.S. and foreign trade. It contains a 22-page glossary of world trade terms, from "Adjustment Assistance" to "World Bank Group," a 13-page bibliography, a concise listing of U.S. Government agencies active in the field, and a discussion of current world trade issues. It is available at $1 from the association, 345 E. 46th St., New York 10017.

"We once lost two Swedes and a Finn in Accounts Receivable for a week," a trader recently told George F. Sullivan, publisher in Philadelphia of Iron Age Metalworking International. It happened because someone forgot to tell a new clerk that the terms Aktiebolaget, A/S, Oy, S.A. in business letters from Scandinavia should not direct him to place the correspondence under "A", "O" and "S".

Out of the same conversation came another trader's tip, that trying to decipher the scrawled names on some letters of inquiry from overseas is a waste of time. Actually in most of these cases more than one person "signed" the letters, and it is expected that the replies will carry their reference symbols, not individual names.

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the cover

Two ultra-modern adjuncts to international commerce, and two of the more traditional elements in world business, illustrate this week's feature item: a four-part on-the-scene market report from Southeast Asia. New in the Philippines is a ground station for voice, TV and data communications, built by General Telephone and Electronics International for use with the INTELSAT II satellite. In Singapore is the computerized parts distribution center of Caterpillar Far East Ltd. serving all Southeast Asia. In Malaysia, a diesel locomotive pulls out of the Kuala Lumpur station. In Indonesia, work proceeds on jeep vehicles suited to conquering that country's rugged terrain.

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Special Report

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MODERN MARKETING METHODS manage to retain a distinctly Malaysian touch in this Kuala Lumpur supermarket which blends East and West.

ON-SCENE REPORT

Malaysia takes selling

Potential business is there, but U.S. firms are going to have to go after it

By FLOYD J. DUBAS
Far Eastern Division, BIC

My recent talks with a representative cross-section of prominent businessmen and government officials in Malaysia, in the course of a study of the market for U.S. products in that country, have given added emphasis to the conclusion I have reached and stated in the title above. The key to this country's market is salesmanship.

DUBAS

There are many products which are exempt from this observation, of course, for a number of them are simply not competitive in the market for price considerations. For example, when shipping costs add substantially to the price of an article. But it appears certain that for many items, import sales are made in the large and expanding Malaysian market by foreign suppliers who conduct sales campaigns in this remote market with the same vigor and imagination they apply when selling in their home market.

Malaysia continues to make good economic progress. Annual GNP growth in real terms was at an annual average rate of slightly more than 6% between 1960 and 1966; growth in 1967 amounted to almost 6%. The 1967 GNP was calculated at $3.1 billion, or $327 per capita, which is exceeded in Asia only by Japan and Singapore.

Total imports into West Malaysia in 1967 amounted to $1,083 million, and consisted mainly of foodstuffs, industrial machinery, transport vehicles, metals, electrical equipment and petroleum products.

Principal imports from the United States were excavating machinery; auto parts and electrical equipment; piston engines and aircraft motors; farm tractors and tractors for truck trailers; air conditioning sets and equipment; pumps; kraft paper board; raw tobacco and cigarettes; raw cotton; chemical fertilizer; lubricating oils and greases, and medicines.

Imports into Malaysia are today largely uninhibited by government controls, and with some exceptions they are subject to open competitive forces. A relatively small number of light industrial goods produced by Malaysia's new industries are well protected, and a limited number of items continue to be dutiable at rates favoring British and Commonwealth suppliers.

Commonwealth competition

Some problems are encountered in competing with British and Commonwealth suppliers in materials and equipment which are subject to British standards, and there continues to be some buying orientation toward British products based on the United Kingdom's initial development of this market.

The British standards problem is being resolved with increasing success by mod-

Spotlight on SE Asia

This article introduces a series of on-the-scene reports on the market prospects for U.S. goods in four nations of Southeast Asia: Malaysia, Singapore, Indonesia, and the Philippines. Mr. Dubas, who is chief of the Southeast Asia Section, BIC, wrote the first three articles based on his findings during a recent tour, and is currently working on a special report, A Market for U.S. Products in Malaysia and Singapore, *which is due for publication this fall. Maurice Kogon, BIC's Philippines Desk Officer, based his story on discussions with local businessmen and Government officials in Manila, Davao, Iligan and other Philippine cities which he covered in a recent visit.*

ifications in products to fit the required standards, and efforts by non-British suppliers to provide equivalent products and to supply full information to qualify them in the market. There is a gradual waning of customer preference for British goods, although the well-established agency relationships of large British trading companies with compatriot suppliers present some problems for firms seeking entry into the market via the local distributor route.

Support for the significance of the salesmanship factor in the Malaysian market may be found in the export performance record of supplier nations which are the principal participants in the market for manufactured goods. Japan's share of West Malaysian imports rose from 8% in 1960 to 14.3% in 1967; that of Australia went up from 4.6% to 7.8% in the same period. West Germany's participation was 3.6% in 1960 and 5.3% in 1967.

Despite the advantages of an historical presence in the market, United Kingdom suppliers slipped from a market share of 21.5% in 1960 to 15.3% in 1967. It may be more appropriate, however, to refer to British exports in 1966 when the share was 19.3%, since British exports were abnormally low in 1967, and there will probably be a recovery in 1968.

The position of U.S. suppliers moved up somewhat, from 4.1% in 1960 to 6% in 1967, but it is probably more accurate to select 1961, when the market share was 5%, as a base year, since this was the first year when all imports from dollar areas were admitted without restrictions.

A close look at the market penetration efforts of suppliers of manufactured goods in the main supplying nations during this period drives home the importance of the salesmanship factor. Japan's run for the market has undoubtedly been helped by such other factors as flexibility in financing and proximity to the market. But an examination of the marketing action in Malaysia supports the belief that Japan's success is largely the result of forceful and all-inclusive selling techniques.

Japanese suppliers have filled the principal gaps in the Malaysian marketing scene, which are lack of know-how in the identification, ordering, installation and operation of industrial equipment, and unavailability of experienced marketing outlets. They have done this by installing sales branches staffed with technician/salesmen, and by making representation arrangements in many cases with the smaller local trading companies. They also support their agents with company representatives in residence or by quick journeys from headquarters, and with financing and training in salesmanship and equipment handling.

Japanese are imitated

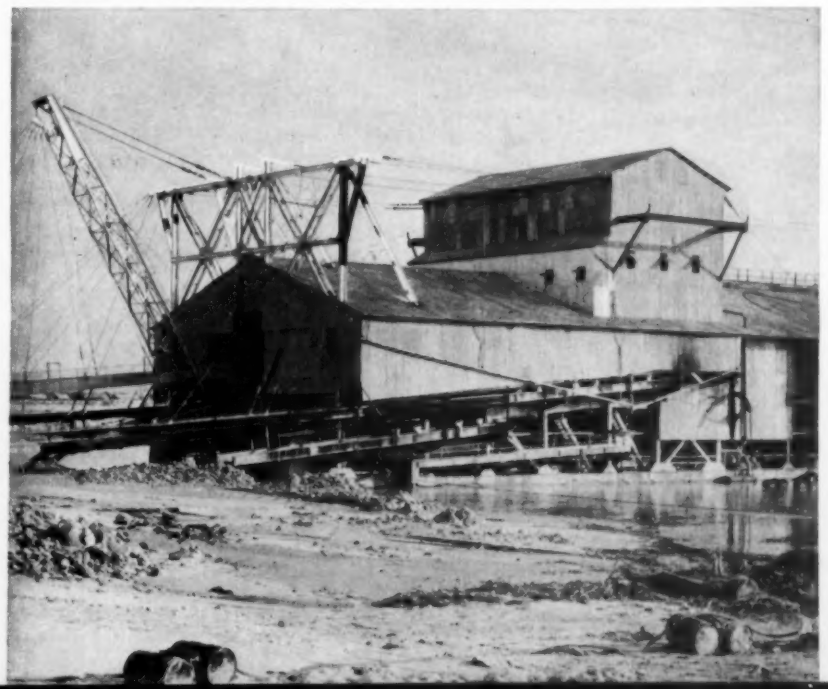
The selling methods of Australian and West German suppliers are generally modeled on those of the Japanese. Important variations by the Australians include frequent organization of trade missions comprising Malaysian businessmen to visit Australian plants, and trade groups of Australian suppliers to visit Malaysia, often accompanied by product exhibits of a wide range of products carefully selected for marketability in Malaysia. The Australian trade missions program is mainly supported by trade and industry associations, and concession rates are granted by transportation companies.

West German suppliers are increasingly adopting the Japanese salesmanship approach. They stress the transfer of technician/salesmen and company representatives to the Malaysian market to give direct attention to selling industrial equipment to end-users in private business and government, and to the establishment of agency relationships with relatively uncommitted small and medium-sized but growth-minded dealers. These agents are given close supervision and assistance, and their staffs are exposed to training programs designed to improve their marketing performance to compete successfully with the large and long-established distributors.

It seems clear that British suppliers have lost some momentum in recent years in the Malaysian market, mainly as a consequence of the apparently more aggressive market development efforts of Japanese, West German, and Australian competitors. While some direct British sales have been replaced by local production, such as by the Dunlop tire factory, substantial Japanese sales have also been replaced through the local output of ventures between Japanese and local companies.

The overall U.S. position in the market is maintained principally by a relatively small number of American suppliers of machinery and equipment and manufactured goods, who perform in the best tradition of American selling in international markets. This group provides full support to local distributors, and

PRINCIPAL U.S. EXPORTS to Malaysia include excavation equipment for use in the construction and mining industries. This tin dredge is at work at a mine just outside Kuala Lumpur.



U.S. SUPPLIERS to the construction industry benefit from the flow of world traders and tourists to Malaysia, which results in a constant demand for new accommodations such as the Hotel Merlin.

gives proper attention to the maintenance of inventories. These suppliers maintain constant touch with agents, often by regional company representatives, and make early modifications in lagging sales programs, or engage new agents if necessary. They also supply technical assistance in planning local activities and in the installation and operation of machinery and equipment.

Several U.S. manufacturers operate sales branches in Malaysia, with a maximum use of local personnel, which achieve a marketing momentum equal to that of their parent companies in the domestic market.

This rosy picture becomes clouded, however, when we look beyond this group of star performers, and witness a generally indifferent, relaxed, and inexpensive approach to the cultivation of market opportunities in this remote market. The going is rough for many American firms, for the demand for many products is relatively thin, competitors are well-established, and the problem of finding suitable agents is difficult.

However, there are many U.S. products which would find acceptance and even preference in the market, provided an appropriate brand of salesmanship were adopted.

During my recent visit to Malaysia, I observed two market potential situations which provide challenges to effective market development. In tin mining, which is a major Malaysian industry, more than 55% of the ore extraction and separation processes are achieved by the gravel pump method. This method requires substantial annual imports of cast iron gravel pumps, ten-inch steel conveyor pipes, and electrical motors to drive the gravel pumps.

Imports of these items are openly competitive and suppliers of this equipment in Japan, several European nations and the United States are competing successfully in the market.

Conversations with tin miners and tin mining equipment dealers in the Ipoh area, where most of the Malaysian open pit tin mining activities are concentrated, revealed that in their constant search for a higher profit/cost ratio, they hope to find more durable gravel pumps and conveyor pipes which can better withstand the abrasive effect of contact with gravel, and also more efficient electric motors equipped with power rectifiers to permit automatic adjustment of electric current to fluctuating load demands.

It seems clear that the type of salesmanship which stands to win a more respectable share of this substantial market will have to shift from the traditional order-taking for replacement of existing types, to the initiation of desirable changes in product design and materials composition.

Probably one of the most exciting areas of development in Southeast Asia, which has a large potential for farm equipment and supplies, is found in the present efforts by Asian Governments to increase rice production. Malaysia has undertaken important irrigation projects which will enable double-cropping of thousands of acres of rice land in a rice bowl area where the farms range in size from three to five acres, with the aim of making Malaysia self-sufficient in rice by 1971.

Although rice production will continue to be a labor-intensive industry, it is recognized by government planners and farm equipment dealers that large-scale mechanization and modernization must be introduced. Since the present incomes of rice farmers and their knowledge of modern production methods are limited, the Government is implementing measures to fill the gaps. Also farm equipment dealers are now actively seeking suppliers who can fill orders, make modifications in existing equipment, or design new machinery which can perform suitably in all phases of Malaysian rice farming.

According to an official in the Malaysian Ministry of Agriculture and Cooperatives, some equipment has already been

Malaysia publishes investment booklet

U.S. firms contemplating investment in Malaysia can obtain a new booklet, *Invest in Growing Malaysia*, prepared by that country's Federal Industrial Development Authority.

The booklet cites 20 industrial projects identified by the FIDA as offering investment possibilities in Malaysia. The projects are located in the food, chemical, lumber, metal engineering and rubber industries, and include opportunities for the production of chocolate preparations, dehydrated molasses, carbon black, glass, sodium chlorate, sliced veneer, furniture, tools, boats, and rubber gloves.

The FIDA has compiled a brief pre-investment survey that provides information on the market, present manufacturers and availability of raw material for each specific opportunity.

The booklet also contains information on the fully developed industrial estates whose facilities are available to U.S. firms, and industrial electricity rates.

In addition, a list of the various incentives offered to foreign investors is located at the end of the booklet.

To obtain a copy interested U.S. firms should ***write***: Dr. Heinz Rudolph, Director, Federal Industrial Development Authority, 10th Floor, Bank Bumiputra Building, 21, Malacca St., Kuala Lumpur, Malaysia.

found which shows promise in filling specific mechanization requirements. However, the field is still wide open, particularly for rice planting machinery, for farm transport equipment (mainly for hauling the rice crop to market but adaptable for all-around farm transport use), and for easily installed and operated grain drying facilities.

This very real market potential for suitable farm equipment and supplies in Malaysia, and in other rice-raising areas in Asia as well, will be won by foreign suppliers who can add new dimensions to selling. They will have to take the initiative to study the specific machinery and equipment requirements of a small Malaysian rice farm, and be willing to modify existing models or design new ones to fit the needs.

They will be ahead of the pack if at the very beginning of such a marketing project, they make the fullest use of the market requirements and marketing information possessed by farm machinery dealers in Malaysia, and work closely with them in planning equipment needed in the market and to develop the market. The technical assistance of the Government's farm experimental facilities will also prove invaluable.

If the product is right, there is probably an unbeatable salesmanship formula in which the long experience of Asians selling to Asians is combined in a working partnership with the American experience in selling in the largest market in the world.

New service will promote Malaysian joint ventures

Malaysia's Federal Industrial Development Authority has started a new service designed to promote joint ventures between Malaysian and foreign firms. The newly-established Register of Potential Investors will list both local and foreign companies.

The Malaysian section of the Register will contain the names of three types of potential investors: firms already engaged in an industry which seek to expand operations or form new ventures; entrepreneurs, bankers and trading concerns who are interested in establishing their first industrial project; and entrepreneurs who may have ideas, but neither the capital nor the technical know-how to carry them out.

U.S. companies wishing to list their interests on the Malaysian Register of Potential Investors should write: The Director, Federal Industrial Development Authority (FIDA), P.O. Box 618, Kuala Lumpur, Malaysia.

BUSY PORT SERVES MANY U.S. FIRMS as distribution center for the entire Southeast Asian market, and new facilities are regularly added to handle trade growth. (Singapore Port Authority photo)

ON-SCENE REPORT

U.S. traders can use Singapore's market as Asian distribution hub; tested methods give best results

Few world trading centers are less inhibited than Singapore; businessmen are optimistic despite implications of British pullout

By FLOYD J. DUBAS

A week of talks with the men in Singapore who conduct the nation's business and with some of the government officials who influence its economic development did not disclose any new, untested concepts of how this thriving market might be more effectively penetrated by American exporters.

This exposure did, however, confirm the author's conviction that Singapore offers some very inviting opportunities for increased exports to the area, particularly for re-export to other Asian markets, and that U.S. businessmen are either unaware of such prospects or have underestimated them.

Singapore's imports were almost $1.5 billion in 1967, but the overall U.S. share of the market was only $82 million, or about 6%, and there has been no material improvement in the U.S. supplier position during the past several years.

Singapore owes its prosperity largely to entrepot trade activities nourished by its favorable location in the paths of Asian commerce and a free port status. However, like Hong Kong in the early 1950's, Singapore has gone in for industrial development, and a dynamic business community actively supported by government projects and incentives has produced remarkable results.

Excellent economic progress has been made in Singapore in recent years, and

IN-TRANSIT GOODS can be stored at one of the Port Authority's covered, portal-frame warehouses.

its per capita GNP of $640 in 1967 was exceeded in Asia only by Japan. The GNP growth rate averaged 8% in real terms during 1960-65, and moderated to a gain of 5.4% in 1966. Gross national product last year amounted to $1¼ billion.

To cope with the expected economic impact of the scheduled withdrawal of British forces from the area, government leaders have drafted development plans for expanded and expedited public works programs. In addition, the government, with British Government financial assistance, will operate base shipyards jointly with a British firm and gradually convert the facility to the repair of commercial vessels.

There is a consensus in the business community that increased public works projects and private construction activities, new industries, and the further fruition of entrepot trade opportunities will offset the business lost by the British pullout. This optimism is supported by past successes in overcoming economic adversity, the traditional toughness and versatility of the business element, and a confidence in Singapore's political leadership.

There are probably few countries in the world which offer the foreign supplier a less inhibited market than Singapore. Also, there are not many nations that can equal the wide range of market development advantages. To name the more outstanding ones, Singapore has an experienced, energetic and resourceful business community second to none; a favorable location at the cross-roads of commerce in Asia, with ready access to ocean and air-shipping services capable of moving cargo to major and minor ports in the region; an abundance of business-supporting facilities including cargo handling and storage; a stable and efficient government which responds quickly with policy changes and development programs to support business growth; and adequate financial resources willing to orient to long-term investment opportunities in favorable circumstances such as participation in ventures with reputable foreign investors.

While Singapore's commercial assets are outstanding, there are some liabilities. Efficient industries usually need an assured internal market, and Singapore, with a small population of two million, must therefore manufacture mainly for foreign markets which historically have less permanence than local markets. However, Singapore's industrialists are encouraged by the gradual world trend toward increased freedom of trade, and by growing prospects for increased regional economic cooperation in Southeast Asia.

Another obstacle is the desire of other countries in the region to avoid trading through intermediate countries and to encourage direct commerce with supply and market areas. These policies have been only moderately successful and, as a result, neighboring countries are expected to continue relying heavily on Singapore's facilities for some time.

Although Singapore's entrepot trade has thus far consisted largely of imports for local processing and re-export of goods produced in Asia, there is probably a greater growth potential in imports of manufactured goods from Western nations for re-export to Asian countries.

Following are some of the more favorable business opportunities in Singapore; some evaluations of the market for U.S. products and business participation in Singapore; and selected suggestions for constructive market development approaches.

Principal imports into Singapore from the United States, a large part of which are re-exported to Malaysia and other Asian markets, are excavating machinery, accounting and computing equipment, pumps, auto electrical equipment, machine parts, electric power machinery, power tools, piston engines, materials handling equipment, tobacco and cigarettes, lubricating oils and greases, and synthetic perfume flavors.

In general, American products are well regarded, and although Singaporeans are price conscious, a wide range of U.S. products will frequently sell at premium prices.

American firms approach the Singapore market with extreme caution and are very slow to reach decisions. This despite the fact that the majority of Singapore companies are experienced and well-financed, and facts about their business competence and credit worthiness may be readily ascertained. There are competent market research firms operating in Singapore, and while suppliers in third countries use them extensively, very little demand for market research is made on them by U.S. firms.

Competition is open

Open competition is the rule in private procurement; buying is increasingly competitive in government procurement, and preferences for British products are less frequent than was the case previously. However, the application of British standards in materials, construction, and engineering continues to be a problem for non-British and non-Commonwealth suppliers. although in many cases simple modifications in design and construction and a fuller explanation of the composition of products by American suppliers would help to meet the local requirements precisely or within the accepted rule of "equivalence".

Singapore's importers/distributors find no difficulty in working out satisfactory agency arrangements with internationally-minded American firms which appreciate that local market support is needed from foreign suppliers. Foreign suppliers expecting a free ride in the Singapore market will either fail to work out a successful agency arrangement with a competent distributor, or will make a paper arrangement with a less competent firm which

usually turns out to be unproductive.

Many American sales are lost in the Singapore market because the supplier does not quote a delivered price, or fails to provide a rough estimate of the cost of freight and delivery. The latter may, of course, be estimated by the importer when he receives an offer from an American supplier; however, he prefers not to make the effort, particularly when third-country suppliers are ready to provide the full price information required.

Singapore businessmen are joint-venture minded in relations with foreign investors; these may be for industrial production, the service industries, and commercial ventures. Foreign capital participation in volume is not always a requirement. A cardinal interest, however, is foreign know-how to initiate and operate industrial enterprises, and particularly the element of foreign marketing, since Singapore industries in most instances must produce to sell in foreign markets.

A majority of the businessmen interviewed are ready to consider involvement with American firms in productive enterprises. A prominent bank official, with personal investment in the banking business he manages, stated he was ready to provide the names of clients who are interested in joint ventures with U.S. firms in "enterprises with a success potential" which would bring to the local scene technical help including export market development. He asked, with some feeling, why American businessmen do not realize that Singapore businessmen are as capable of working with American counterparts in mutually advantageous arrangements as are the businessmen in other countries.

No estimate is available regarding the respective roles in Singapore's import/export business of foreign firms versus firms owned and operated by Singaporeans. It is probably a fair guess that there may be a 50:50 division of international trade between these two groups, but it may be more accurate to say that the trend in recent years has been toward a greater participation in foreign trade by local merchants. It should be pointed out, however, that there is interest by both these groups in forming business alliances with U.S. firms in both local enterprises and representation in the market.

Singapore's entrepot trade consists in large part of imports of raw materials and foodstuffs from nearby Asian countries which undergo varying degrees of processing and preparation for shipment to industrial markets. Principal products in this trade are crude rubber, logs, vegetable oils, and spices.

Singapore has also been an important entrepot center for the distribution to Asian markets of manufactured goods of Western nations. An important requisite for this activity is the maintenance of adequate inventories of stockable goods in order to permit the earliest deliveries to customers who are remote from direct supply sources.

An outstanding example of successful re-exporting via Singapore to Asian markets is the computerized Far East Parts Distribution Center owned and operated by the Caterpillar Company which maintains a multi-million dollar parts inventory. This facility is strictly a warehouse center to which orders are referred by this company's distributors located in several Far Eastern markets, including West and East Malaysia and Singapore.

Others may follow

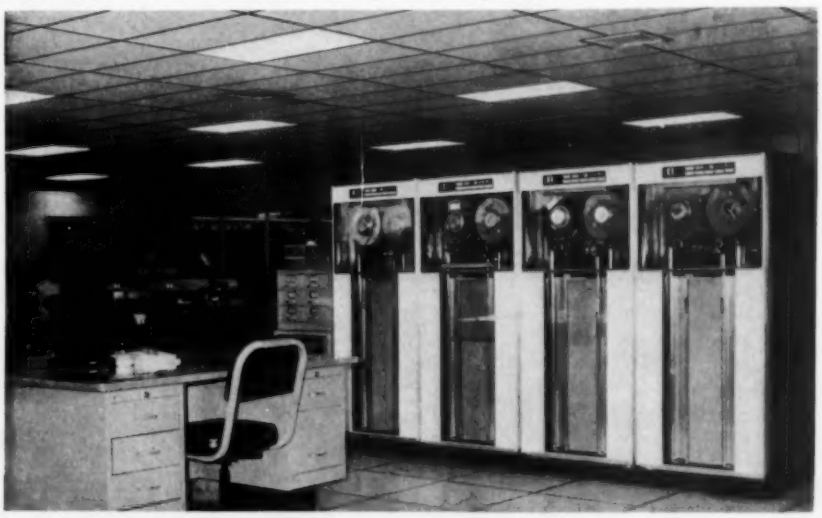
Other foreign suppliers are now exploring the desirability of establishing similar distribution centers in Singapore, and there is undoubtedly a good potential for this kind of arrangement for many products for which the aggregate demand in several Asian countries would make such a venture profitable. Numerous Singapore firms have both the competence and interest in participating on a joint-venture basis in a distribution center operation. Since so many of them maintain a network of distributive facilities in several Asian countries, or have developed over the years excellent customer relationships in these areas, the market support needed from a foreign supplier would probably consist more heavily of inventory financing than market development.

Although Singapore is remote from American businessmen who are not presently commercially involved in that area, a great deal of information is readily available in the United States about the business climate, business opportunities, and business firms in Singapore. There is a Singapore Investment Promotion Center located at 219 East 49th St., New York, N.Y. 10017, and another office in the Wells Fargo Building, San Francisco, Cal., 94104. Both offices are branches of the Economic Development Board in Singapore, and they assist American firms in finding opportunities to become associated in business ventures in Singapore. In addition, Singapore commercial banks are known to have clients who are seeking business relations abroad.

Also, reliable market investigation facilities are available in Singapore, and these are now being used to advantage by foreign suppliers who are successfully developing markets in Singapore. Information about the scope of foreign trade activity undertaken by Singapore firms and their financial standing is available from Singapore commercial banks, including the branches of three U.S. commercial banks operating internationally.

In addition, this kind of information is also readily available through the World Trade Directory Reports service of the Commercial Intelligence Division of the Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230, which can be reached directly or through the Commerce Field Offices located in the principal American cities. Further information about the Singapore market situation and the business climate may also be obtained from the Far Eastern Division of the Department's Bureau of International Commerce in Washington.

COMPUTERIZED NERVE CENTER of the Caterpillar Far East Parts and Distribution Center, which helps distribute the firm's multi-million dollar parts inventory throughout the Southeast Asia area.



ON-SCENE REPORT

Indonesia sales ways vary

Foreign exchange gap gives rise to widely differing import procedures

By FLOYD J. DUBAS

Businessmen who come to Indonesia today expecting to find greatly accelerated commercial activity may be disappointed. But if they are moderately optimistic in their expectations of Indonesian economic progress and a quicker pace in the market place, they will be favorably impressed and may decide to look into the many good business opportunities in that country.

Then, if they take the imaginative, innovative, and aggressive approach of internationally minded businessmen selling successfully in world markets, they can look forward to adequate rewards for their efforts.

After a relatively recent history of fiscal and administrative difficulties, the new leaders of Indonesia have charted a course aimed at economic stabilization, reconstruction, orientation toward a private enterprise system, and economic development. Good progress has been made toward these goals.

Despite some frustrations in making imports available to Indonesian customers, occasioned by high interest rates, a degree of trade controls, a depreciating currency and continuing but moderating inflation, imports in 1967 rose 15% over 1966 to a level of about $800 million, of which the U.S. share was about 10%. Increased foreign aid, higher export earnings, and rising foreign investments are expected to boost imports further in 1968, and U.S. suppliers can expect to find increased opportunities for participation.

At this time of rising imports in a brand-conscious and conservative market which has a great potential, U.S. suppliers are reminded that investment in market development can pay handsome profits in follow-up sales. Foreign suppliers who are today installing power generating and distributing equipment, transport and communications systems, and modern port facilities will have a headstart in selling equipment and services as Indonesia implements future development plans.

In common with many developing countries facing a foreign exchange gap, Indonesia has found it necessary to institute control procedures which create problems for importers and foreign suppliers. A major trade impediment arises from the requirement that importers deposit 100% of the rupiah value of an import transaction when they apply for foreign exchange. In addition, importers must deposit the amount of the applicable import duty and sales tax.

There is an exception to this requirement when importers of certain items, such as fertilizer and newsprint, are allowed to open a letter of credit without cover and the foreign supplier therefore extends short-term credit. However, since the Government has placed a $75 million ceiling on short-term supplier credits, the scope for financing by this means is severely limited.

The retarding effect on imports of the advance deposit requirement is aggravated by the tight money market in which the interest rate on rupiah loans ranges from 8% to 15% per month. The effect is the most pronounced in the case of imports from distant suppliers, particularly those in the United States and Europe. Japanese suppliers, being located closer to Indonesia, have a distinct competitive advantage in the market.

New procedures

In an effort to overcome the time-distance factor, several resourceful foreign suppliers, with the aid of agent/importers in Indonesia, have begun to work out procedures which are expected to provide significant relief from this difficulty; others are preparing to follow this lead.

Under one method, an Indonesian importer who has established sound business relationships with foreign suppliers, negotiates an import order with a local customer who is required to deposit a percentage of the value of the import transaction in rupiah in the importer's local bank to his account, in a range of 10% to 20%.

The goods are then ordered for delivery in Singapore, or in another conveniently located entrepot area where they may be stored in a port authority transit shed or in a suitable privately owned godown. Upon arrival of the goods at the transit point, the Indonesian importer asks the Indonesian customer for a letter of credit, and full payment is collected when the goods are delivered in Indonesia.

Essential elements in this transaction are a credit-worthy Indonesian importer, an extension of supplier credit, and the saving by the Indonesian customer of the high cost of rupiah credit for a long period of time.

Deposit is earnest money

The deposit in the importer's bank serves as earnest money; if the Indonesian customer withdraws from the transaction, he forfeits the deposit, and the importer may use it to cover the cost of landing the goods in the area. The goods are then sold in the market place.

For the present, there are not many well-established and experienced importers with whom foreign suppliers may complete workable agency relationships. However, there is a limited number of firms suitable for agency relationships if an appropriate effort is made to find and develop them. Some of these have full capabilities in salesmanship and servicing of machinery and equipment, and are well financed as well. Additional effort on the part of the supplier may be necessary to provide special support, guidance and training in market development to the less experienced but promising local traders.

A variation in the above procedure is the location by the foreign supplier of a competent agent in Singapore, or in another nearby entrepot area. This alternative has the virtue of expanding the potential for adequate market representation not only for the Indonesian market, but for other markets in the region where local agency opportunities may be limited.

It is worth stressing that there are competent and experienced international trading firms located in Singapore, Hong Kong, and Penang (all of these are free port areas), which have developed successful trading relationships over the years with customers in Indonesia and other Asian markets. These traders have an advantage in many instances over Western businessmen by having a superior knowledge of market conditions and knowing how to sell Asian customers.

Another method which appears to have a good potential for reducing the time-distance factor in importing goods into Indonesia from distant suppliers, and one which is being investigated by governments of several supplying countries, involves the stocking of goods in customs-supervised warehouses with the help of public financing, either in Indonesia or in nearby entrepot areas. This plan is suitable mainly for what may be termed shelvable goods, which are products which have a steady demand in the market as contrasted with certain producer equipment items which are related to government or private projects.

Indonesia's present import requirements include water pumps; small diesel and internal combustion engines, including outboard motors for water craft; various hand and powered tools; wood cutting equipment; portable generators; certain small farm equipment; tractor, truck and auto parts, and certain chemicals.

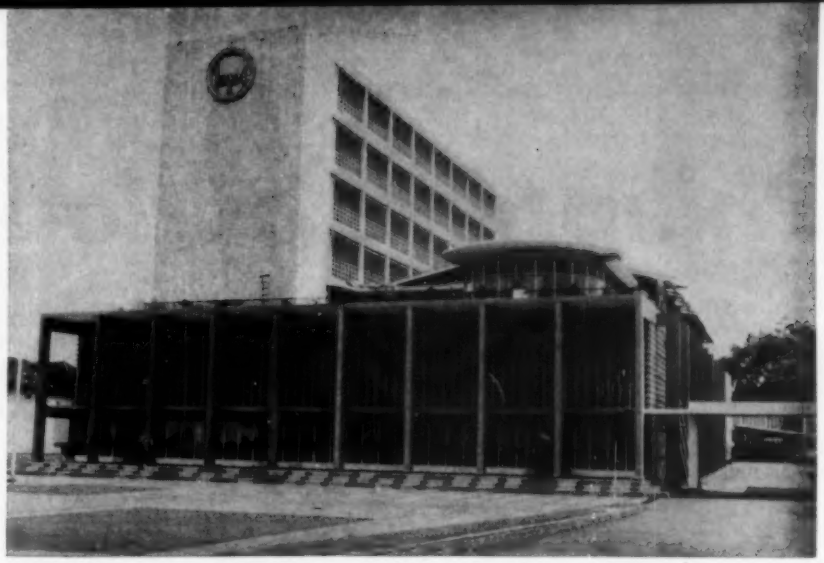
Need realistic data

In implementing this plan, care would have to be taken in developing realistic market information; and in case of consumer items which are subject to high import levies, it would be necessary to take into account the formidable competition of items which continue to enter the market via illegal channels. In addition to export credit, financing would be needed in this plan to support the storage of goods until they are released into the market.

This plan, without the public financing feature, has already been implemented by several U.S. suppliers in the Far East, and probably the best example is the computerized machine and parts depot of the Caterpillar Tractor Co. in Singapore which supplies several Asian markets.

An essential ingredient in this scheme is a careful identification of products which are salable in the Indonesian or other markets in the region during a given period. If the warehouse were to be located in Indonesia, the foreign supplier would face the problem of finding fully competent distributors to perform the marketing functions. However, the foreign supplier may meet this problem by locating a market development officer in Indonesia to assist in selling the product and training salesmen in marketing and knowledge of the product line.

However, an inventory-facilitating trading procedure would probably have little value in developing the market for project-type equipment needed in Indonesia, such as truck and bus fleets, marine craft; railway rolling stock and equipment; electrical power generating equipment; excavating and dredging equipment and factory machinery.



DESPITE FISCAL AND ADMINISTRATIVE PROBLEMS, Indonesia is making good progress toward economic development. Above, the Indonesian Development Bank, where much of the planning is done.

There appears to be no substitute, for sales of these goods in Indonesia, for transferring company representatives and factory technicians to the scene of action for prolonged residence. This method is used in varying degrees in other developing country markets, and differs in application in Indonesia principally in the element of relative scarcity of Indonesian representation, sales and service facilities.

For this reason, foreign suppliers who are now successfully penetrating the Indonesian market with project-type equipment have taken pains to install company men on the scene where they deal directly, and sometimes in cooperation with local agents when available, with end-users or buyers for end-users in government and private business. These company officials provide the technical know-how for planning equipment requirements; expediting the negotiation of orders, including tendering on government projects; supervising plant installation and operation; and arranging for adequate after-sales services.

The success in the Indonesian market of Japanese, West German, Dutch, and Australian suppliers of a wide range of capital equipment is based mainly on this market development approach.

American businessmen who are unfamiliar with Djakarta may be interested in the following comments about the physical aspects of doing business in that city, which is the political and commercial capital of Indonesia. Business hours are generally maintained between 7:30 a.m. and 2:00 p.m. Most foreigners book space in the large and modern Hotel Indonesia of the Intercontinental hotel chain. This hotel now operates at full capacity, and reservations should be made considerably in advance of arrival.

Motor vehicles may be rented, and Hotel Indonesia maintains a fleet of taxicabs which can be engaged on a trip or hourly basis. Foreign businessmen are often provided with auto transportation by their business contacts in Djakarta. This city is not exempt from traffic problems, and it is difficult to keep appointments on time, particularly at the beginning and end of the business day. Temperature and humidity levels are high, and since air conditioning in motor vehicles is not commonplace, travel in the city may prove somewhat uncomfortable, especially when traffic moves at a slow pace. Telephone communications are quite satisfactory, although there is a shortage of instruments.

Slower pace

The pace of conducting business is considerably slower than elsewhere in Southeast Asia, partly due to the transport problems, and foreign businessmen are advised to spend ample time, from 10 to 14 days, to accomplish the initial phase of their export business mission, particularly when it involves the selection of a suitable agent. It is difficult to make more than three calls during a business day, although some businessmen find it feasible to meet callers in their hotel rooms or socially after business hours.

Prices for western-type accommodations, meals, and services, which are mainly available at Hotel Indonesia, are high by Southeast Asian standards. Less modern and inexpensive space may also be found, and food prepared in the local style may be readily found at moderate prices.

ON-SCENE REPORT

Philippine outlook hazy

Optimism wanes in face of new credit and import restraints, possible new taxes

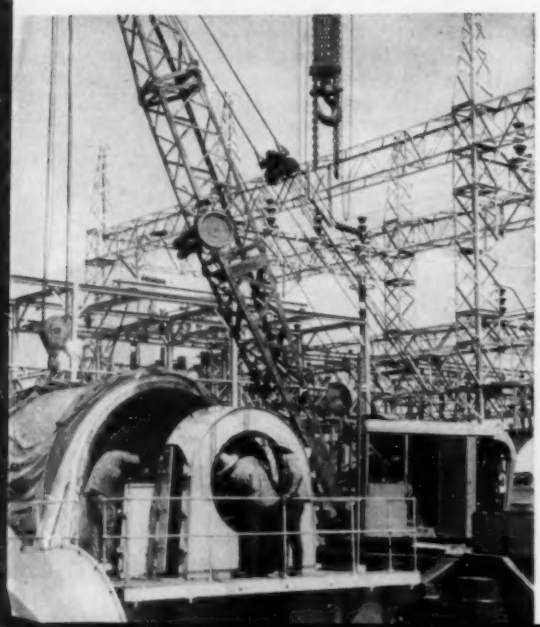
By MAURICE KOGON
Far Eastern Division, BIC

Business optimism in the Philippines is waning in the face of new credit and import restraints and the prospect of higher taxes. A mood of uncertainty prevails.

KOGON

This contrasts with the buoyant confidence of a year ago when the economy seemed well on its way to solid gains. In 1966 and 1967, the Government introduced vigorous new programs to achieve self-sufficiency in food production, revitalize the manufacturing sector and accelerate development. Credit was eased for farmers and manufacturers; large Government loans were made to distressed industries; an Investment Incentives Law was enacted to encourage new productive investment; and the Government initiated a massive public works program to build new roads, schools, irrigation and flood control, airport and harbor facilities. These projects were largely financed by heavy foreign borrowing and deficit spending internally.

MASSIVE PUBLIC WORKS PROGRAM was largely carried out through foreign borrowing and the debt servicing burden is contributing to a mood of uncertainty. Below, workmen install equipment at a Manila power terminal. (World Bank Photo)



The results were encouraging. In real terms, agricultural production rose by 5% in 1967, manufacturing by 5.5%, GNP by 5.6%, and investments by 17.8%. More roads were built in 1966 and 1967 than in the previous ten years combined.

U.S. exporters also benefited from the heightened economic activity. While total Philippine imports increased by 23.6% to $1,054 million in 1967, imports from the U.S. rose by 24.3% to $358 million, their highest level since 1949. The U.S. also increased its market share for the first time in several years, from 33.7% of total imports in 1966 to 33.9% in 1967.

The chief gainers were U.S. suppliers of raw materials and machinery to the industrial sector and of equipment needed for public works and other infrastructure projects. U.S. exports which registered sharp increases in 1967 included metalworking machinery, machine tools, portable power tools, textile machinery, mining machinery, heating and cooling equipment, power generating machinery, switchgear, construction machinery, tractors and trucks, aircraft engines and parts, telecommunications equipment, pumps and pumping equipment, mechanical handling equipment, chemicals, and iron and steel scrap.

The prospects in 1968 are far less sanguine for the overall economy as well as for U.S. exports. The country is faced with a serious balance of payments problem and mounting budgetary deficits. The Government is attempting to cope with these problems mainly by restricting credit, raising taxes, promoting exports and encouraging greater private investment in priority industries.

There is much debate among businessmen, however, as to whether these approaches, some of which appear to operate at cross purposes, will be successful in narrowing the trade gap and generating additional funds for development purposes.

To some extent, the present balance of payments difficulties were brought on by the easier conditions and intensified economic activity of the past two years. The policy of easier credit led to a credit expansion which, by mid-1967, exceeded by ten times the amount used during the comparable period in 1966. Much of this credit went to finance imports, which increased sharply in 1967 while exports declined for the first time since 1961.

With foreign exchange reserves dipping alarmingly, the Central Bank reversed its easy credit policy in June 1967. Commercial banks were then required to maintain a balanced foreign exchange position; their rediscounting lines were reduced; the legal reserve-against-deposits rate of commercial banks was increased; and the Central Bank rediscount rate was increased. In addition, the banks began requiring cash margins on import letters of credit ranging from 25% to 150%, depending on the essentiality of the import.

On the export side, the Government sought to stimulate export production through tax incentives, simplified documentation procedures, and the formation of a national export coordination center.

These monetary restrictions and export incentives proved inadequate. Imports continued to increase and exports to decline throughout 1967 and early 1968. Consequently, the Central Bank on June 11 increased the margin deposits and required further that they be sterilized for 120 days. Previously, the deposits were held only until the goods arrived, usually under 60 days. The new deposits range from 50% for essential producer and consumer goods to 175% for non-essential consumer goods and unclassified items.

The Marcos Administration has also proposed a series of new taxes to curb imports. These are presently under consideration by the Congress, where they are meeting stiff opposition. The main thrust of the tax program, however, is to generate additional revenues for ongoing and new infrastructure projects. Such projects accounted for a large proportion of the increase in U.S. exports in 1967.

President Marcos has warned that external borrowings and deficit spending for his infrastructure program have already reached the limits of prudence. Although sizeable foreign loans are still being sought, they cannot be effectively utilized without an adequate supply of counterpart local funds. Thus, if the new taxes are not authorized, the Administration's massive infrastructure development efforts could

be seriously crippled and U.S. exports adversely affected.

It is much too early to measure the impact of the credit restrictions and tax proposals on the economy, on overall imports, and on imports from the United States. However, certain assumptions can be made. With higher taxes and margin deposits, the costs of doing business generally and of importing will necessarily increase. This in itself would tend to dampen economic activity and inhibit imports.

However, sharp reductions in imports may not be feasible, given the nature of demand for many consumer goods and the heavy dependence of the manufacturing and basic services sectors on imports of producer goods.

Imports of consumer goods have traditionally entered in one way or another despite very high import taxes and margin deposits. This is due to the conspicuous consumption tendencies of wealthy Filipinos, who apparently will bear any cost to acquire luxuries. Moreover, the resale possibilities for such imports are extremely lucrative. It is conceivable, therefore, that a substantial nucleus of consumer imports may not be deterred by this latest increase in margin deposits or by the proposed new taxes.

Many businessmen are concerned that the productive sectors of the economy will be hit hardest by the new measures, since essential producer goods represent 85% of total Philippine imports. Manufacturers and other end-users may have to choose between cutting back essential imports at the expense of productive activity, or continuing to import at higher costs, thereby raising production costs and aggravating their competitive problems in the local and export markets. Their individual decisions in this regard will have a strong bearing on U.S. export prospects, since most U.S. exports to the Philippines are in the essential categories.

Philippine Government policies will also have a decisive influence on U.S. exports, particularly if additional import restrictions become necessary to ease the pressures on foreign exchange reserves.

New import curbs possible

In charting its next steps, the Government faces the additional problem of harmonizing its restrictive credit and fiscal policies with those aimed at stimulating production and export. The higher cost of commercial credit to finance new undertakings and to import required producer goods may, in effect, counteract the incentives offered under the new investment law to encourage productive investment and increase exports. Higher taxes would further tend to discourage these efforts.

HIGHER IMPORT COSTS may compel many Philippine businessmen to postpone purchasing essential imports. Here, U.S.-made equipment is at work on a hydroelectric project. (World Bank Photo)

Yet, unless imports are curbed significantly or exports increased sharply and new revenues generated, the country will continue to be faced with serious balance of payments and budgetary deficits.

Government officials have consistently denied any intention to impose exchange controls or devalue the peso. They are outwardly confident that the credit restrictions and proposed new taxes will be effective in curbing imports at least until the export incentive program begins to take effect.

However, the outlook for any substantial increase in Philippine exports in 1968 is dim, and tax incentives are not likely to alter this prospect. The bulk of Philippine exports—primary and processed farm and mineral products—are less responsive to incentives than to weather conditions, world supply and demand factors, and inroads of synthetic substitutes. This is true for sugar, copra, coconut oil, logs, copper and abaca—all major Philippine exports which declined or increased only marginally in value during 1967.

Incentives might prove more effective in stimulating manufactured exports. However, most Philippine manufacturing industries cannot produce competitively for export, except in some cases for export to the United States where they enjoy a 40% tariff preference. It is doubtful whether tax incentives could overcome in a short time the relative inefficiency, high cost production, low quality output, and traditional domestic orientation of many local industries.

One means of easing balance of payments pressures while also promoting industrial development would be to attract more foreign private capital. A few Filipinos, including some Government officials, have advocated this approach and have urged more liberal foreign investment laws and policies. However, the trend appears to be in the opposite direction. The more recent laws, policies and legislative proposals in this field have emphasized greater Filipinization of the economy. Consequently, little new foreign capital has ventured into the Philippines in the last several years.

Both Government and the business community have hard decisions to make over the next several months. Those decisions will critically influence the country's future economic performance.

Indonesia gets technical aid of Asian Development Bank

The Asian Development Bank has approved a request by the Indonesian Government for technical assistance in agricultural development and for a technical mission to study the Indonesian rural credit system. The Indonesian request is a sequel to the report submitted earlier this year by an ADB Mission.

In facing the tasks of the stabilization and rehabilitation program and in preparing for other development activities of a priority nature, the Indonesian Government, so far as international financial institutions are concerned, is understood to have asked the International Monetary Fund for assistance in fiscal and monetary policies and the World Bank for help in the formulation of policies and preparation of projects and programs in sectors other than food output; and it has moved the ADB for assistance in the field of food production and related industries.

Interest in industry-organized trade missions gains; 1968 seen as busy year for groups abroad

This year may top '67 in number of these teams traveling overseas; Commerce Dept. updates approval norms

Busiest year yet for industry-organized Government-approved trade missions—that's the prediction now for 1968 activity in this export expansion field.

By mid-summer, 16 such missions had already been abroad—selling goods, making initial contacts, strengthening established ties, evaluating market possibilities for the firms and organizations they represent.

As many as 20 or more may go this fall. That would make 1968 the program's record year, topping 1967's total of 31 missions—which in turn was almost double the 1966 score.

Responding to this demonstrated increase in industry-organized trade missions, the Department of Commerce has just updated the standards which must be met to gain Government approval. Details are given below.

Very often, an organization that sends its first mission overseas finds the results so encouraging that it immediately begins to plan another. Among those scheduled for this fall is a group from Puerto Rico, the eighth to go out from the Commonwealth and first to visit Canada. Other do-it-againers will be the Consulting Engineers Council, its fifth, and Ohio State industries, its third—both going to the Far East. Utah and Colorado are sending second missions—this time, to South America. Arizona has scheduled its second, for Central America.

Some are beginners

Industry groups—for example, those in materials handling equipment—are planning some first missions for this fall. Several states—Iowa, Oregon, Minnesota—are organizing groups for the first time. The Virginia Regional Export Expansion Council is sending its first, to countries in the Far East.

Almost always, returning missions report actual sales, new contacts, improved understanding of the markets visited. Many speak of accomplishing in a short period what would take months to do on an individual basis.

A member who traveled as a participant in one mission and as the leader of another, said, "I've heard mission members say, 'I just didn't think my product would sell,' or 'I wasn't enthusiastic about this mission but now after I'm here, I'm really excited.' "

One recently returned participant from the Pan American Multi Mission to Australia and New Zealand reported, "The mission appears to have paid off in several areas already, and the information it has generated will bring further benefits in coming months."

A Hoosier from the spring Indiana Mission explained, "Actually, one of the problems I had in Australia was that so many people were interested in our products that I had a difficult time in selecting who I thought would have the greatest long-term potential."

Spring and fall are the mission seasons. Planning for next spring should begin now.

The industry-organized Government-approved (IOGA) trade missions program was initiated in 1962 to assist small groups of American businessmen sell their products and services abroad. In contrast to official Government trade missions sent out by the Commerce Department to appraise markets and bring back specific opportunities for businessmen in general, the new groups pick their members, pay their own expenses, and conduct business for themselves and those who send them.

Almost 100 missions—organized by trade associations, trade publications, cities, counties, chambers of commerce, and states, and approved by the Commerce Department—have visited foreign markets since the first one took off in 1962.

That year, the American Institute of Men's and Boys' Wear sent six male-apparel executives to England, France, Italy and Belgium to appraise the potential for selling U.S. clothing to consumers in Europe.

The following year, three IOGA missions went abroad; the next year, nine. By 1965, the total of 16 included a second and a third mission sent by the same sponsor, the American Plywood Association, and a second and a third organized by Georgia State industries.

BRIEFING BEFORE DEPARTURE is one of services offered by Commerce Department to IOGA missions. Below, Roy Gootenberg, Trade Missions Division Director, at blackboard pinpoints details.

Of the 1966 total of 18, half were organized by groups that had sent missions in the earlier years. By 1967, when 31 IOGA missions promoted business overseas, Puerto Rico was scheduling its fifth and sixth; Mississippi, its fourth.

A variety of product categories has been represented through the years; for example, leather goods, lumber, gears, gas appliances, food and processing equipment, furniture, poultry equipment, waste water treatment equipment, coal, plywood, machine tools.

Missions generally spend a day in Washington, before departure, where they are briefed by officials of Commerce, State, Export-Import Bank, and other agencies. The members usually spend three working days in each city abroad during a three-week period, where they are received by Embassy officials and fulfill a schedule of previously arranged individual business appointments with potential customers.

Criteria defined

Increasing interest in industry-organized Government-approved missions has prompted the Commerce Department's Trade Missions Division recently to update the standards to which such a group must conform. The criteria to be met by the sponsors of an IOGA trade mission are:

► The prime objective of the proposed mission must be the sale of U.S. produced goods and services, establishment of agencies or representation abroad, or promotion of foreign investment or tourism in the United States.

► The industries represented must be those which the Department believes offer substantial opportunities.

► The sponsoring organization must be responsive to Commerce guidance on timing and itinerary.

► The mission will be limited to 12 members or less. Members will not be accompanied by wives during the service of the mission abroad.

► Individual mission members will pay their own expenses plus a pro rata share of the group expenses. The latter includes brochures, interpreters, secretarial services, and advance man.

► The mission will provide an advance man to develop the program abroad in cooperation with the Foreign Service.

► Travel between the United States and abroad shall be on American carriers wherever practicable.

► The mission members will participate in a Department of Commerce briefing program prior to departure overseas.

► A written report of the mission will be prepared with the understanding that it may be published by the Department of Commerce for the benefit of industry.

► The members will provide the Department, on a confidential basis, information as to the results achieved by the mission and their evaluation of the program.

Commerce helps

For groups that conform with these criteria, the Department of Commerce will:

• Designate the group an industry-organized Government-approved trade mission, and officially recognize the members' gratuitous services as in furtherance of the National Export Expansion Program.

• Initiate and support the mission planning and publicity endeavors. Provide continuous advice and assistance to the conclusion of the mission and assign an officer in Washington to coordinate the Department's assistance.

• Utilize the commercial data available to the Department of Commerce to aid in the selection of an itinerary offering the best potential for the products involved.

• Subject to the qualifications below, provide at Government expense an advance officer to assist in developing the mission program overseas. Whether this service is to be provided will depend primarily on the areas involved, previous experience of the mission organizers, and the recommendations of the various Foreign Service Posts.

• Conduct an orientation course for the mission members. Appropriate officials of Commerce, State, and other agencies will provide commercial, economic, and political information on the countries to be visited.

• Use Government information facilities to promote and publicize the mission at home and abroad.

For further information, **write:** Director, Trade Missions Division, Office of International Trade Promotion, BIC-918, U.S. Department of Commerce, Washington, D. C. 20230.

ON-SCENE ASSISTANCE also is given IOGA missions—through U.S. Embassy personnel in countries visited. Above, Consulting Engineers Council mission members ready to meet potential customers in Libya.

Trade mission to Mexico scheduled for December

One of the newest industry-organized Government-approved trade missions is now being planned by sponsors in Florida.

The Americas Corporation of U.S.A., assisted by the Florida Council of 100 and the Tampa Chamber of Commerce, is scheduling the business tour to Mexico, Dec. 1-11. Stops will include Mexico City, Cuernavaca and Guadalajara.

Interested Florida firms should communicate with the Americas Corporation of U.S.A., First National Bank Bldg., Tampa, Fla. 33602.

READY FOR SHIPMENT TO ENGLAND is this Prutton Corp. planetary thread rolling machine. With it (from left) are Edward A. Prutton and Les W. Schaffer of the Prutton staff; Clemens J. Von Koschembahr, international trade specialist of the U.S. Department of Commerce's Cleveland Field Office, and Ronald J. Matej of Prutton. Machine is seventh to be shipped to the English company.

Thread machine firm spins into export groove

Prutton of Cleveland expects to ship 50% abroad this year

With less than 20 employees, the Prutton Corp. of Cleveland is not classified as a big business, yet it does a giant sized job of returning dollars to U.S. shores.

"Our firm has shipped 60% of our total production overseas for the first half of 1968," reported vice president Les W. Schaffer, "and the year should end with approximately 50% of our output going into export sales."

Schaffer pointed to a recent shipment of a thread rolling machine to Great Britain as an example. The shipment, valued at approximately $30,000, "represents the seventh similar sale to the same customer," Schaffer noted.

Daniel M. Prutton started the business 35 years ago and perfected a revolutionary planetary die system in 1950. It is used on machines that roll threads for screws and for secondary operations such as marking, serrating, sizing, grooving, knurling and straightening non-standard items.

Prutton sells through distributors and its own sales force. Its machines have been sold in New Zealand, Australia, Belgium, Sweden, Canada, Japan, Italy and Mexico, as well as in Britain.

Each machine sale by Prutton forecasts further exports because of the need for continuing purchases by machine users of the firm's expendable thread roll dies.

Prutton has participated in an exhibition at the Milan U.S. Trade Center, has had its staff members in attendance at a general export orientation seminar sponsored by the U.S. Department of Commerce's Cleveland Field Office, and maintains continuing contacts with that office's international trade specialists. Prutton's exporting pattern started modestly in 1963, and rose to 17% of total sales volume in 1966-67, before reaching the present high rate.

Commerce gets vote status on AID loan committee

Commerce Department is now a voting member of the Development Loan Committee (DLC) which passes on loans of the Agency for International Development.

Executive Order No. 11417, signed by the President last month, designates the Assistant Secretary of Commerce for Domestic and International Business as a member of the committee.

The other members of the DLC, established by the Foreign Assistance Act, are the Administrator of AID, the Chairman of the Export-Import Bank, the Assistant Secretary of State for Economic Affairs, the Assistant Secretary of the Treasury dealing with international finance and the officer of AID dealing with development financing.

Indonesia firm loses U.S. export rights

P.T. Daeng Tompo Trading Company, an import-export and manufacturing firm with offices in Djakarta, Makassar and Palembang, Indonesia, and H.A.E. Mansur, managing director of its Djakarta offices, have been denied all U.S. export privileges for an indefinite period.

Mansur, on behalf of the company, in October 1964 and July 1965, signed documents that were submitted to Commerce certifying that the company had placed orders with U.S. suppliers for certain electronics equipment the company intended to import into Indonesia for use in that country. The commodities were exported from the United States for delivery to the company in Djakarta.

Commerce Department then sent written questions to the company and its manager seeking to determine their participation in the transaction, particularly whether the statements in their certifications were true; whether they received the commodities in question and, if so, their disposition of same. They failed to reply and the denial order was issued in accordance with regulations. The order will remain in effect until respondents answer.

All U.S. export licenses to which Mansur and P. T. Daeng Tompo Trading Company are parties have been cancelled and they, their agents and employees are prohibited from participating in any transaction involving commodities or technical data imported from the U.S.

Don't overlook Thailand

With a robust economy and growing imports, Thailand is another Southeast Asian country which merits the attention of our page 2-11 reports. May 20's issue of *INTERNATIONAL COMMERCE* contains a "Trade Outlook" article written by Harold C. Voorhees, Commercial Attache at the U.S. Embassy in Bangkok. Reprints of the article may be obtained from the Far Eastern Division, Bureau of International Commerce, Washington, D.C. 20230.

Simultaneous 'America Weeks' promotions planned for three department stores in Hong Kong

Wing On, Shui Hing, Lane Crawford will hold first multiple sales of U.S. consumer products starting in April of next year

In an unprecedented move for the Commerce Department's America Weeks program of retail promotions in overseas stores, three such sales will take place simultaneously in Hong Kong, beginning Apr. 11, 1969.

When three of the British Crown Colony's largest store chains came to Commerce asking help in setting up large-scale promotions of U.S. consumer products in Hong Kong, it was decided to run all the sales at the same time for maximum impact.

Wing On, Shui Hing, and Lane Crawford, the three stores participating in the events, have announced plans to purchase upwards of $750,000 in American merchandise especially for the sales.

Two of the stores—Shui Hing and Lane Crawford—will feature a California and Hawaii theme, with appropriate decoration inside and outside the stores. Wing On's promotion will have as its central theme "Life in America."

Several special displays and visiting acts have been requested by the three stores, and negotiations are under way to obtain as many as possible for the sales next spring.

A reigning Miss California has been asked to attend the California promotions at Lane Crawford and Shui Hing, if such visits can be scheduled. A native Hawaiian dancing group is also under consideration.

An exhibit of U.S. space accomplishments, including a capsule from one of the successful space missions, is tentatively planned. Such displays have proven highly popular at previous America Weeks promotions around the world.

The U.S. Department of Agriculture has been requested to support a special promotion of U.S. food products during the America Weeks sales. U.S. Travel Service posters and the Agriculture Department's "America the Beautiful" series of landscape photographs from around the country will be supplied to all the stores.

Purchases for the three simultaneous America Weeks sales will be made over the next few months through the U.S. buying offices representing the Hong Kong stores. U.S. producers of consumer items suitable for display and sale in a department store setting who wish to have their lines considered should write to the buying offices in this country.

Wing On is represented in the United States by Kirby, Block & Co., Inc., 393 Seventh Ave., New York, N.Y. 10001. Inquiries should be addressed to Henry Miller.

Firms wishing to contact the Shui Hing buying office should bring their products to the attention of Werner K. Elias, at Felix Lilienthal & Co., Inc., 116 West 32nd St., New York, N.Y. 10001.

Lane Crawford buys through two U.S. agents. On the West Coast, contact Jane Taylor International, 208 West Eighth St., Los Angeles, Calif. 90014 (attention Aaron Schwab). In the eastern part of the country, contact Herbert Francel at McGreevey, Werring, & Howell, 225 West 34th St., New York, N.Y. 10001.

Symposium, exhibit to draw world television technicians

The Sixth International Television Symposium, a biennial event and reputedly the world's most internationally-attended gathering of television operators and technicians, will take place in Montreux, Switzerland, from May 19-23, 1969.

Eight U.S. companies display their products at the 1967 symposium, and American firms in the television equipment field have again been invited to participate in the exhibition which accompanies the symposium.

Six U.S. manufacturers have already announced their intention to exhibit at the show, and others are expected to take advantage of this opportunity.

Write: Sixth International Television Symposium and Technical Exhibition, C. P. 97, 1820 Montreux, Switzerland.

EXHIBITION BRIEFS *WORLDWIDE*

Briefs are condensed from the reports of U.S. commercial officers on the spot. They are meant to stimulate investigation of likely markets and to show the scope of opportunities for U.S. product demonstrations and sales. The full reports are available.

Write: Office of International Trade Promotion (BIC-922), U.S. Department of Commerce, Washington, D.C. 20230.

INTERNATIONAL SWEDISH TRADE FAIR, GOTEBORG, SWEEDEN, May 10-19. 1,314 exhibitors, about equally divided between Swedish and foreign. Only 14 American companies represented, down from 48 in 1965, 38 in 1966, and 35 last year. Past exhibitors polled as to why they did not attend this year indicated no dissatisfaction with fair results, but showed a preference for vertical fairs in their fields. Attendance 150,000, nearly half trade, about the same as last year. Next fair, May 9-18, 1969.

SPECIAL FAIR FOR CLOTHING TEXTILES, "INTERSTOFF," FRANKFURT, GERMANY, May 28-31. 470 exhibitors, 315 of them foreign firms from 18 countries. Only 10 U.S. companies exhibited this spring, down from 13 at the same show last year. 13,591 visitors, including over 6,000 foreigners, both figures better than ever before. Heavy buyer interest in novelty fabrics and fabrics used in the latest fashion trends was shown. Next Interstoff, Nov. 19-22.

INTERNATIONAL TRADE FAIR, LISBON PORTUGAL, June 9-15. 1,733 exhibitors from 21 countries, including 36 U.S. manufacturers. Attendance 253,725, up slightly from last year's edition. Portuguese importers' showings of American products were down this year from the 54 companies represented last year. The U.S. Embassy in Lisbon has recommended some sort of official U.S. participation in support of U.S. products. Next fair, June 1969.

INTERNATIONAL LAUNDRY, DRYCLEANING, AND DYEING EXHIBITION, FRANKFURT, GERMANY, June 9-17. 279 exhibitors, including 111 foreign firms. Some 45 U.S. firms were represented. No official attendance figures, but exhibitors considered visitor quality and quantity from Germany and 31 other countries good. U.S. finishing equipment still superior, but facing increasing competition from European makers.

Exhibitors support repeat London show

Companies feel improvements would spell success for future exhibit

A majority of the exhibitors in the recent power transmission equipment show at the London U.S. Trade Center have indicated their support of a repeat of the show, which brought in an estimate of $818,900 in sales over the next year.

At the same time, is was clear that the title "Power Transmission Equipment" needs some sharpening in the next show, along with a better product identification in the exhibit mix. With such improvements, it is felt that a second show could better the trade attendance of 432 achieved by the first.

Six of the exhibitors came to the show hoping to line up new representation in the British market, and one definite agreement had been reached by the close of the show. An additional 27 possible agency and distributor arrangements were in the negotiation stage as the exhibition closed.

All but one of the companies reported that they had fully or partially achieved their marketing objectives.

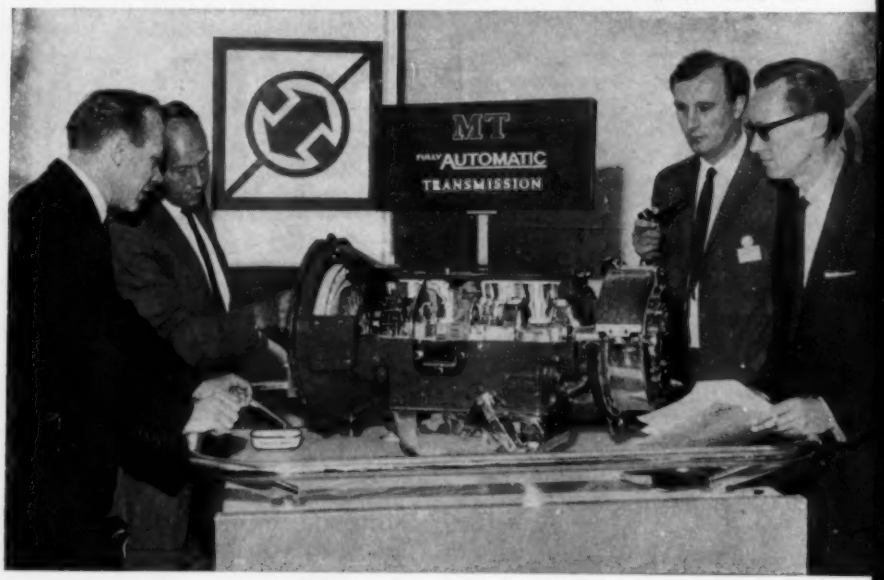
"The show gave us an opportunity to expose and introduce our product lines, new and old, to the U.K. A significant method of introduction to be followed up by our associated company in the U.K.," said a Deutsch Co. official.

An Arthur S. Brown Manufacturing Co. representative said, "Our first such show, here or in the U.S.A. It has developed a significant interest in our specialized product. Call backs and future samplings now to be carried out in a follow-through basis forecasts a good growing expansion of business. Our 'estimate of additional sales' ($25,000) is considered conservative. The show has more than exceeded our expectations in developing existing business relations and making of new contacts."

"This exhibition, apart from giving valuable exposure, has been significant in enabling us to qualify our markets, supplementing other studies we are conducting. Additionally, some valuable European contacts have been made," reported the Salsbury Corp.

A spokesman for the Formsprag Co. summed up his reaction to the exhibition, saying, "Exactly the right classification and caliber of visitors attended."

SALES REPRESENTATIVE for Zurn Industries (above at right) shows his firm's transmission to customer at booth. British buyers examine MT automatic transmission (below) at that company's display booth.



VETERAN EXHIBITOR and Presidential "E" Award winner Rex Chainbelt, Inc. showed its latest line of chain drives for various industrial applications (below) at the show. Factory rep explains at right.

Afghan government streamlines itself for economic development

Agriculture continues to be key index of nation's progress; response to new investment law brightens industrial outlook

Efforts now being taken by the Government of Afghanistan to streamline the working relationship between its executive and legislative branches should pay off in accelerated legislation for economic development, according to the latest Economic Trends Report submitted by the U.S. Embassy in Kabul.

The government's effective administration of the 1967 Private Investment Law has already expanded business activity in Afghanistan and provided a favorable climate for increased importation of industrial and agricultural machinery. This investment law and the Kabul International Fair (called "Jeshyn" in Persian), scheduled to open Aug. 24, were reported in the July 8 issue of INTERNATIONAL COMMERCE.

At present, agriculture remains the key to economic growth in Afghanistan. In the next 18 months the principle challenge will be nailing down self-sufficiency in major grains. The Afghan farmers are rising to that challenge, accepting new, improved wheat seeds and chemical fertilizers with unexpected zeal.

As the world's most advanced agricultural power, the United States is in an enviable position to participate in this effort through the sales of tractors, pumps, irrigation equipment, and seeds.

The time may also be ripe for a hard look by the American businessman at investing in fruit plantations, juice factories, and wineries in Afghanistan—an area in which current domestic activity is notably strong.

For several years after World War II, the United States dominated Afghan markets for consumer goods, automobiles, trucks and a host of other items. Brisk competition by suppliers from Germany, the Soviet Union, Hong Kong, Japan, India, and Pakistan have reduced the American share of all markets except used clothing, cigarettes, trucks, buses and heavy-duty lubricants. But a vigorous promotional effort by American exporters could reap dividends in the fast-growing markets for pharmaceuticals, edible oils, tires, bathroom fixtures, kitchen appliances and scores of other products.

In 1968 and 1969 the United States is scheduled to begin the disbursement of more than $16 million in new loans to develop the hydro-electric capacity and to provide equipment for land betterment in the Helmand Valley.

An $8.2 million loan will finance the importing of 6,000 tons of vegetable oil and 90,000 tons of wheat under PL-480. And the U.S. will continue its multi-million dollar support of education, agriculture and private enterprise.

The Soviet Union will continue to develop gas fields in northern Afghanistan, explore for oil, underwrite a number of industrial projects (including the nation's first chemical fertilizer plant in Mazar Sharif) and undertake feasibility surveys for paved roads near the Soviet frontier.

Other aid givers, including the United Nations, will continue their assistance to various sectors of the economy and to various provinces of Afghanistan. As the nation draws daily closer to self-sufficiency in major grains, however, the prospects for commodity assistance grow slimmer.

The executive branch of government will continue in 1968 and 1969 to give top priority to achieving with the parliament an effective working relationship, necessary before action can be taken in the following four areas:

- Elimination of heavy disincentives to Afghan exports, represented by export taxes and artificial surrender rates on foreign exchange earned by key export commodities:
- Enactment of price support policy for wheat;
- Approval of an Industrial Development Bank;
- Encouragement of new starts in minerals exploitation.

There is every indication that private enterprise will continue to respond to the attractive incentives of the Investment Law. New starts since 1967 in private domestic and foreign investment in Afghanistan may total as much as $40,000,000 by the end of 1969 and could go as high as $60,000,000 if domestic credit replaces "mattress money" and savings, that is, if the Industrial Development Bank and an Investment Center are functioning by early or mid-1969.

The prospect is for increasing foreign participation, primarily Iranian and Pakistani. As these investments pay off, European and American capitalists are likely to find Afghanistan deserving of closer scrutiny. It is conceivable that enough foreign interest in minerals could force the Government to clarify its policies on exploration and exploitation rights.

Kabul is now firmly fixed as a regular stopping point for round-the-world tourist groups. Ariana Afghan Airlines acquired its first jet aircraft—a Boeing 727-C—in the spring of 1968. The Kingdom is now linked by jet for the first time with New Delhi and Moscow and jet flights are now frequent between Kabul, Tehran, Beirut, and Europe. The new domestic bush airlines enable tourists to see the great buddhas of Bamian in one day.

American firms with branches or subsidiaries in Iran, Pakistan or India should instruct their overseas representatives to keep especially close watch on political and economic developments in Afghanistan in 1968 and 1969. If the Industrial Development Bank and the Investment Center go into operation, the investment climate of Afghanistan may become attractive quickly.

For the time being, however, a "wait and see" posture is indicated for most American firms. But U.S. minerals companies represented in the subcontinent should keep abreast of new discoveries.

Reports by Subscription

The full text of the Economic Trends Reports received from the U.S. Foreign Service posts are available on a subscription basis for $15 a year. For more information or to place a subscription order, write:

Office of Publications and Information/DIB
U.S. Department of Commerce
Washington, D.C. 20230

Checks should be made payable to the Superintendent of Documents.

South Yemen's economy crumbles as British depart, Suez closes

Embassy sees limited openings to introduce new U.S. products; Government has not won confidence of private businessmen

Economic activity in Southern Yemen has contracted considerably during the past year and the situation is expected to deteriorate even more in the coming year, according to the latest Economic Trends Report submitted by the U.S. Embassy.

The economy has been hurt by internal instability, a decline in port activity because of the closure of the Suez Canal, and the loss of the British base complex and the direct and indirect income it generated for the country.

At the same time, the political group in control of the post-independence government has not been able to come up with either a coherent economic policy capable of instilling confidence among private businessmen or merchants, local and foreign, or obtaining meaningful foreign aid from other governments or international organizations.

Plagued by a lack of natural resources, having lost its major source of income with the discontinuation of all British assistance, with the Suez Canal likely to remain closed for an indefinite period, the economic outlook in Southern Yemen for the coming year is bleak.

From a high of about $186 million in 1965, non-petroleum imports by Southern Yemen dropped to about $126 million in 1967. With the loss of British financial support and the resulting decline in national income (assuming that sizable foreign aid is not forthcoming), this downward trend will be accelerated during the coming twelve months, and will affect the overall import pattern.

As consumer belts tighten and savings are depleted, competitive pricing will become more important than quality considerations, and imports of non-necessities should decline progressively faster. The import of necessities, basically foodstuffs, textiles (piece goods) and miscellaneous manufactured items will be the last to suffer.

Although the United States has been able to retain its relative position among Southern Yemen's suppliers (excluding petroleum), ranking either fourteenth or fifteenth during the past three years, the absolute total of exports has followed the general downward trend, dropping from about $5.4 million in 1965 to about $3.2 million in 1967.

The impact of the deteriorating economic situation will fall unevenly on U.S. exports to Southern Yemen. Rice, a staple in the local diet, is the largest single export item and will probably not be affected since its particular qualities are suited to the tastes of the local population.

However, other items such as electrical appliances (refrigerators, air-conditioners and miscellaneous electrical motor driven products) and automotive products (cars, trucks, and spare parts) will not fare well, for they will either be considered too much of a luxury or will not be competitive with less expensive substitutes from other countries.

Selective gains possible

Despite the gloomy outlook for the coming year, there will remain a possibility of introducing new American products in the local markets. As the consumer pie will be getting smaller, new items will have to supplant products already established in the local marketplace.

For a variety of reasons, the items imported from Britain are most vulnerable, although other possibilities exist. However, the American exporter will be up against established consumer habits developed through long existing and dominant British commercial influence.

In view of the ignorance prevalent among local merchants concerning modern marketing techniques, it would be important for an intending exporter to send a representative to Aden to develop personal contacts. Based on conversations the Embassy's Commercial Officer has had with local merchants, it is clear that an American exporter attempting to enter the market would have to develop a local marketing campaign for his product and be liberal with free samples.

Some products which might be marketable in Southern Yemen include: bulk foodstuffs (unpackaged), powdered dairy products, tobacco, patent drugs and soaps, detergents and cleaning preparations.

With termination of the post-independence British aid commitment of about $30 million on May 31, and no other foreign assistance expected on that scale, the economy of Southern Yemen has lost an important and irreplaceable part of its national income.

Unfortunately, during the same period, the prosperity of the harbor has been severely hit by the closure of the Suez Canal. What was one of the busiest bunkering ports in the world is now operating at about 20-25% of the pre-closure level. There is still hope that once the canal is reopened a profitable, though scaled down, business operation will be possible.

Outlook depressing

The economy is left with a surplus service capability and its characteristics —unemployment in the form of servants and unskilled laborers, shops with no customers, merchants faced with declining business, houses and apartments empty—and no visible means for combating the problems. The outlook for the coming year is very depressing, with the question not whether but how far the economy will deteriorate.

A factor contributing to the deteriorating economic situation has been the government's inability to formulate and carry out an economic policy which would create confidence in the country's future. The ruling political organization, the National Liberation Front (NLF), in general terms is guided by the philosophy of the Arab Nationalist Movement.

Economically this has meant a commitment in theory to a state controlled and regulated socialist economy. The various statements made by the government and in speeches by leading figures or by the controlled press have reflected what must be considered muddled thinking about the direction the economy should take. The limited number of government programs attempted have been badly or only partly implemented.

In the meantime the business and merchant community has lost confidence and has adopted a wait-and-see attitude, thereby contributing further to the economic malaise.

To date, although various petroleum organizations have shown interest in the country's potential as a petroleum producer, nothing concrete has resulted. The most promising area remains the interior of the country's Fifth Governorate (Hadhramaut) along the Saudi Arabian border, the site of exploration by the Pan American Petroleum Company during 1964 and 1965. Although Pan American did not think the situation was promising enough to renew its exploration agreement, the government is attempting to interest a number of other firms in further exploration.

World Bank offers $100 million bond issue in Germany

Also raises lending rate to 6½%, announces $169 million '68 income

Announcing that the World Bank will offer a bond issue of 400 million Deutschemarks (DM) ($100 million) in the German market, Robert S. McNamara, the Bank's President, said: "At a time when the flow of capital aid is lessening and the dangerous gap between rich countries and poor is growing, it is essential that the World Bank expand its lending activities to prevent the development effort from grinding to a halt. I feel confident that the Bank can very substantially increase its program of borrowing and thereby expand the flow of investment funds to the developing countries."

In the last two months the World Bank has entered the German market on three occasions. In July it borrowed privately DM 400 million from the Rheinische Girozentrale und Provinzialbank. Early in August it borrowed DM 258 million from the Deutsche Bundesbank to replace maturing issues and is raising a further DM 400 million through the public offering reported above.

In another action, the Bank announced an increase in its lending rate from 6¼% to 6½%, effective Aug. 1.

Commenting on the loan rate increase Mr. McNamara indicated that he regretted the necessity for this action, since it will mean a further increase in the external debt burden of the less developed countries. He said that the increased cost of funds the Bank has borrowed in capital markets dictated the decision.

The Bank has also reported that its net income for the fiscal year which ended June 30 amounted to $169.1 million before allowing for devaluation losses, which totaled $23.2 million.

In a comment on the recommendation that $75 million be transferred as a grant to IDA, Mr. McNamara recalled that the principal purpose of IDA is to make loans on concessionary terms in those less developed member countries whose "ability to usefully absorb external capital essential to their development is greater than their ability to service such capital on conventional terms, including the terms of the World Bank."

The Executive Directors of the Bank have recommended to the Board of Governors that $75 million of the income be transferred as a grant to the Bank's affiliate the International Development Association (IDA). The remaining portion of the year's earnings will be transferred to the Bank's Supplemental Reserve.

During the year, the Bank made 44 loans in 31 countries totaling $847 million, compared with a total of $877 million last year (which included a $100 million line of credit to the International Finance Corporation). This brought the total number of loans to 552 (including IFC) in 85 countries and territories and raised the gross total of commitments to $11,518 million. By June 30, as a result of cancellations, exchange adjustments, repayments and sales of loans, the portion of loans signed still retained by the Bank had been reduced to $7,576 million.

Indian plan targets 5% national income growth

A 5% increase in national income is predicted under a $3 billion Annual Plan for India's fiscal year Apr. 1, 1968-Mar. 31, 1969. This public sector outlay is to be supplemented by investment from the private sector, which is expected to pick up under the stimulus of fiscal and monetary incentives and the revival of demand following an estimated 9% real increase in national income during fiscal year 1967-68.

The Plan sets the food production target at 102 million tons compared with 95 million tons in the previous year. Consumption of fertilizer is expected to go up to 1.7 million tons compared with 1.5 million tons, and the installed capacity target for power to 15.22 million kilowatts against 13.1 million kilowatts.

Important industrial production targets for 1968-69 (with 1967-68 achievements in parentheses) are: finished steel, 5.5 million tons (4.14 million tons); aluminum, 110,000 tons (99,500 tons); nitrogenous fertilizer, 600,000 tons (350,000 tons); cement, 12.5 million tons (11.46 million tons); coal, 75 million tons (71 million tons); iron ore, 29 million tons (27 million tons); petroleum products, 15.2 million tons (13.6 million tons); cotton fabrics, 4,300 million meters (4,200 million meters); and jute manufactures, 1.3 million tons (1.16 million tons).

New Austrian group spurs trade with bartering nations

A new organization to assist Austrian exporters doing business with Eastern European and developing countries was founded in Vienna last June. In the past few years these countries have been increasingly stipulating that Western exporters accept part payment for their exports in the form of merchandise.

Since the exporter frequently is not in a position to sell the merchandise which he has to accept in lieu of payment, the idea of forming an association to assist the exporter to find an importing firm, and vice versa, came to life.

One of the basic objectives of the new organization will be to establish contact between the export firm which offers part payment for exports in the form of merchandise and import firms which are interested in finding markets for the merchandise in question. The Association will not transact any business on its own.

The association is a private non-profit organization open for membership to all firms in Austria which are members of the Federal Chamber of Commerce; it is also open to U.S.-owned firms which are registered under Austrian law.

Dominicans establish two free trade zones

The Government of the Dominican Republic has established free zones at Punta Caucedo and San Pedro de Macoris. The decrees provide for the usual exemptions from import and export taxes on virtually everything entering or leaving the zone. Goods entering the Dominican Republic from the zone would be dutiable on the imported components of such goods.

The special benefits accruing to investors locating manufacturing operations in a Dominican free zone are explained in the Industrial Incentive Act of 1968, a synopsis of which appeared in the June 24 issue of INTERNATIONAL COMMERCE.

The Industrial and Free Zone of Punta Caucedo will consist of a 2½-mile long corridor connecting the east side of the Cabo Caucedo airstrip with the small seaport of San Andres. It will thus be easily accessible by land, sea, or air. Construction is scheduled to begin in 60 days.

The San Pedro de Macoris free zone is located along a highway and is much smaller (about 0.13 miles). Apparently it will be accessible only by bonded truck.

U.S. firm officers denied export rights under Commerce law

Company, under new management, placed on three-year probation

Sanctions have been imposed on the firm Semi-Elements, Inc., of Saxonburg, Pennsylvania, and two of its former officials for violating export control laws.

The officials are Joseph V. Fisher, former owner and manager of the company, and Howard M. Greenawalt, former comptroller. They have been denied all U.S. export privileges for two years and then will be on probation for two years. The company has not been denied export privileges but has been placed on probation for a period of three years.

Following a hearing on charges brought by the Commerce Department's Bureau of International Commerce, it was found that in 1964 and 1965 Fisher and Greenawalt, acting for the company, made 18 exportations of crystalline materials and high purity chemicals, some especially manufactured for electronic applications of an advanced nature and others for use in research, without obtaining the required export licenses.

In addition it was found that one of the shipments was made by Semi-Elements to a firm in Switzerland that was subject to an order barring it from receiving exports from the United States.

Greenawalt was in charge of handling export control matters. He had the government publications which showed that the commodities in question required validated export licenses and how such licenses could be obtained. He did not use these publications properly and he said he did not know that validated licenses were required. Commerce found that this was no excuse for the violations.

Fisher, who had been manager and sole stockholder of Semi-Elements, sold the company to Riker Video Industries, Inc., of New York in 1966, and he and Greenawalt severed their connection with the company in October 1967. Commerce said that the company was not denied export privileges because it is now under new ownership and the individuals responsible for the violations are no longer connected with it.

All export licenses to which Fisher and Greenawalt are parties have been cancelled and for a period of two years they are prohibited from participating in U.S. export transactions. The restrictions are also applicable to their agents, employees and representatives. U.S. export regulations provide that without authorization from the Department of Commerce no party may participate in export transactions with a party who is subject to an order denying export privileges.

$63 million PL-480 accord sends U.S. cotton to Indonesia

The Department of Agriculture announced on Aug. 5 the signing of a $63 million Public Law 480 agreement with Indonesia. This Title I agreement provides for $27 million worth of rice, $13.5 million worth of raw cotton and $17 million worth (about 50,000 bales raw cotton equivalent) of U.S. processed cotton yarn. It also provides $5.5 million for estimated ocean transportation costs.

All commodities are to be supplied during fiscal 1969.

This is the first sale of cotton yarn under amended provisions of PL-480 which permit programming of cotton textiles in the same manner as other agricultural commodities or products.

Webb-Pomerene trading units show export increase in '67

Thirty-three Webb-Pomerene export trade associations reporting to the Federal Trade Commission on their operations had a total dollar export volume of $1,444 million in 1967.

This represents an increase of $400 million over the previous year, when 31 associations were registered with the commission.

The 1967 total was 4.6% of all U.S. exports, as compared with 3.4% in 1966.

The largest Webb-Pomerene group from the standpoint of volume was the Textile Export Association with $457 million, followed by Motion Picture Export Association ($354 million), Pulp, Paper & Paperboard ($148 million), Sulfur ($86 million), and the California Rice Export Association ($54 million).

Philippines to buy U.S. goods, services with $4 million loan

The Export-Import Bank has authorized a $4 million relending credit to The Development Bank of the Philippines to finance up to 80% of the cost of U.S. goods and services needed for industrial, agricultural, and municipal projects.

The loan will be used primarily to purchase grain drying and storage facilities and breeding stock by private firms and prefabricated school buildings by government agencies. However, other U.S. equipment and services required by small and medium-sized industrial and agricultural enterprises will be eligible. A 20% cash payment will be made by Philippine buyers on or prior to delivery.

The development of a high-yield rice in the Philippines has made the country self-sufficient in rice production, resulting in an urgent need for additional drying and storage facilities to minimize losses from spoilage, pests, and deterioration. Millers are contemplating the purchase of prefabricated drying and storage plants from Bulk Structures International, Inc. of Kansas City.

The loan will help farmers and ranchers throughout the Philippines upgrade beef and dairy cattle through the importation of breeding stock and heavy farm equipment. The Government of the Philippines is sponsoring a program to import from 5,000 to 10,000 head of cattle within the next five years to improve domestic breeds and increase production of beef. The prefabricated schoolhouses are to be purchased from Roger Dunn & Co. of Chicago and other suppliers.

OFDI rules issued

Regulations covering repayment of borrowings under the Foreign Direct Investment Program have been adopted in final form by the Commerce Department's Office of Foreign Direct Investments.

OFDI urged that since the new regulations have been modified from the version published in proposed form on June 8, the new sections should be studied carefully as well as the illustrative materials and examples contained in the *Federal Register* for Aug. 8, which is the final text.

U.S. licensees sought by seven foreign manufacturers for varied products

Range of goods includes lager beer brewing, candying fruits, gummed tape and paper, tire drive ribs, fleece from non-woven fibers

Firms in Denmark and the Netherlands offer U.S. licensees know-how in lager beer brewing, candying fruits, production of tieing materials, plywood containers, gummed tape and paper, tire drive ribs, and fleece from non-woven fibers.

To obtain additional details concerning these products and the names and addresses of the manufacturers, **write:** Office of International Investment, code 874, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230, referring to the appropriate File number assigned each opportunity listed below.

• A Danish firm offers its know-how in designing, supplying, and operating lager beer brewing, malting, or mineral water plants to a U.S. licensee.

Members of the firm will train brewers and other key employees, and will accept responsibility for supervising the brewing of a first-class product by inspection, correspondence, chemical and biological analyses. **File 1625.**

• A Danish firm is offering to U.S. licensees an industrial process for candying and aromatizing glacé cherries and other fruits.

The process, in which sugar instead of glucose is used for candying, includes a sugar recovery stage and know-how in the growing and purchasing of cherries, and the sorting and packaging of the finished product.

The firm states that a continuous time-saving process ensures uniform quality and requires comparatively little labor. For these reasons and because of the sugar-regain components, the whole process is more economical than present methods used. **File 1626.**

• A license to manufacture yarns, cords and ropes from polypropylene film is offered a U.S. firm by a Danish Company. The firm's know-how relates to equipment, raw materials and production of split film, as well as the use of this material for manufacture of the tieing products.

Key personnel of the prospective licensee can be trained at licensor's plant. Licensor has established licensed production in several European countries. **File 1627.**

• A Danish manufacturer of plywood cases (containers) is seeking a U.S. licensee to produce its products.

The cases, made from plywood in various thicknesses depending on the use, are assembled by means of special metal strips, corners, corner brackets and means other than nails. The cases have several other features designed for economical manufacture, strength, long service and light weight.

The licensor will supply special manufacturing machinery at cost. Key personnel of prospective licensees can be trained at the Danish firm's plant, and technicians will be sent to train foremen and workers when production starts at the factory of licensee in the U.S.

License agreements are in force in the United Kingdom, France, and the Netherlands. **File 1628.**

• A Danish firm engaged in the manufacturing of gummed tape and paper offers a license to a U.S. company to produce its products.

The firm offers gummed tape activated by water for dust-proof, pilfer-proof sealing of corrugated cardboard boxes, and gummed paper for labels, stamps, and the like.

The firm is prepared to negotiate investment in addition to concluding a licensee agreement, so that the license project could become a technical/commercial joint venture. **File 1629.**

• A patent broker firm in the Netherlands is offering to a U.S. licensee a concept of drive ribs engineered especially for tires of tractors, and other off-the-road vehicles or machines to allow for greater traction, smoother ride, and only "crumb-trace" damage to the soil.

Among other features, the drive ribs are designed in a longitudinal direction separated from one another. The side flanks of the ribs are provided with projections and/or recesses. The height of the drive ribs from the longitudinal middle plane of the tire transverse to the tread increases toward the outer side of the tire; the drive ribs are broader near the base, and, therefore, taper toward the tread.

The drive ribs can be attached to the tires by mechanical means or vulcanizing; or the user can adhere the ribs to tires by means of a special adhesive.

The design of these drive ribs is covered by world-wide patents. **File 1630.**

• The same Netherlands patent broker firm mentioned above is seeking U.S. licensees to produce on behalf of its client-manufacturer special non-woven fiber fleece.

The fleece consists of natural or synthetic non-woven fibers, which are oriented by means of an electrostatic charge in such a manner that the tensile and tear strength is the same in all directions. The soft, flexible features and the uniformity of the fleece are maintained by special binding-foam agents and additives, so that defibration and deterioration or stiffening do not occur in the finished product.

When lengthy fibers are used to form fleece, a barbed needle operation is employed to interconnect the fibers. In some instances, depending on the types of fibres, interconnecting or welding of the fibers takes place through the use of heat, oxidation, gas stream, or at room temperature.

These low costs methods of forming and maintaining fleece from non-woven fibers for the manufacture of such items as disposable table cloths, hospital sheets, kitchen cloths, and other related items, are covered by world-wide patents. **File 1560-R.**

New Zealand firm wants to make electronic equipment

A license to manufacture electronic alarm signal detection equipment is sought by a New Zealand firm. The company produces electric lamps and distributes electronic components.

Write: Dr. D. W. Osborne, Dir., Poole Electronics Ltd., 500 Eastbourne St., West, P.O. Box 968, Hastings, New Zealand, WTD.

UN report stresses need for increased private investment

A new United Nation's report emphasizes the need for increased foreign private investment in the developing countries. Present evaluation of their financial requirements indicates that if these countries are to be successful in their development programs, additional capital and skills from external sources are needed.

It is generally felt that there is substantial private capital available for investment, and that the developing countries can absorb well in excess of current levels. However, numerous factors continue to impede an increase in foreign private investments. This report prepared by the UN's Department of Economic and Social Affairs, presents recommendations for action at the national and international level.

The report acknowledges that one of the primary restraints on the expansion of private foreign investments is the absence of fully formulated projects ready for implementation, or of organized facilities for project identification and preparation. It suggests expanded United Nations assistance to international and national development banks to strengthen their role in marshalling foreign and domestic resources.

The report also reviews balance of payment considerations, transfers of technology, joint ventures and domestic equity requirements, and tax policies. Suggestions on how the divergent needs and objectives of governments and private investors can be resolved is the major emphasis of the recommendations.

The report suggests that such conciliation between government and private investor can be best carried out if institutions of government and investors establish a dialogue to facilitate working together on specific projects.

Write: United Nations, Sales Section, UN Plaza, New York, N.Y. 10017. Refer to Sales No. E.68.II.D.2.

Belgian chemical firm wants arrangement with U.S. firm

A large Belgian chemical company seeks process and product licenses to be developed in the Common Market. Possible fields are chemical specialties (resins, varnishes, paints, coatings, textile coatings, lubricants, plasticizers, pesticides), film packaging, pharmaceuticals, cosmetics, and building materials. The company is also interested in chemical construction projects and heavy chemical processes for its engineering division.

Write: Mr. Victor Bernard, Deputy Consul General, Belgium Consulate General, 50 Rockefeller Plaza, New York, New York 10020. WTD.

Australian firm wants to make sewage treatment equipment

An Australian engineering company seeks licenses to manufacture sewage treatment equipment including oil and sludge gas fired heaters, distributors, scrapers, pumps, aeration equipment, communitors, sludge and sewer gas control and handling systems and grit lifting and removal equipment.

The firm is also interested in developing plants for water processing and desalinization; industrial waste treatment apparatus including screens, fat removal and water reconstituting equipment; and slaughter house plants.

Write: Mr. George W. T. Hall, George W. T. Hall Pty., Ltd., 482 Bourke St., Melbourne, Victoria 3000, Australia. WTD.

Investment Assistance

The licensing and joint-venture proposals listed in this section are published as an informational service for U.S. firms interested in overseas affiliations. Companies responding to these opportunities should be cognizant of the present mandatory investment regulations published in the Federal Register for Jan. 3, as amended.

To receive follow up assistance and general information about investment, abroad telephone: 202-967-3786 or write: Office of International Investment, Department of Commerce (BIC-878), Washington, D.C. 20230. A (*) following the name of the foreign firm indicates that additional information is available from the above address.

WTD indicates that a World Trade Directory Report containing financial and business background information on the foreign firm is available for $2 from the Department of Commerce (BIC-924), Washington, D.C. 20230 or the nearest Department of Commerce Field Office.

New satellite station opens in Chile

The first permanent earth station in Latin America for satellite communications is now operating in Chile.

The multi-million-dollar station enables Chile to transmit and receive television programs directly to and from other countries for the first time, as well as to establish high-quality international telephone, telegraph and data communications.

Signals received at the station from ground communications facilities are processed and transmitted to an Intelsat II satellite which relays them, in turn, over tremendous distances to other ground terminals. Signals from the satellite are amplified billions of times and sent out to connecting ground terminals.

Improvement and interconnection of Latin America's telecommunications systems have received renewed emphasis in recent months as a means of fostering both national and regional economic growth. The Chilean earth station is expected to have a broad impact on education and social and cultural development in Latin America.

The station, located about 70 miles southwest of Santiago, was built by General Telephone and Electronics International for Empresa Nacional de Telecomunicaciones S. A. (ENTEL), the company responsible for Chile's long-range telecommunications.

License to produce tractors sought by Indian company

A license to manufacture agricultural tractors in the 7 to 14 horsepower range is sought by an Indian firm. The company envisages the progressive production of four wheel and track type tractors in the 7-8 hp. range for use in small paddy fields and four wheel tractors in the 12-14 hp. range for use on larger areas.

Plans call for the manufacture of 1,000 tractors of each type in the first year, increasing to 4,000 units each by the third year of operation. Presently, the majority of small tractors used in India are imported.

The Indian firm operates a cotton textile mill and has diversified into the production of drafting machines, jigs and fixtures, and special purpose machinery.

Write: The Raja Bahadur Motilal Poona Mills Ltd., Hamam House, Hamam Street, Bombay 1, India. WTD.

Six British firms seek U.S. licenses in industrial fields

Electronic components, trailers, machinery, among those on list

• A British gear manufacturer seeks licenses to produce any type of equipment utilizing gears or other machinery suitable to its medium to heavy engineering facilities and assembly shop.

The firm makes double and single helical gears, straight spur gears, helical gear units of all sizes, enclosed turbine reduction type units, heavy duty rolling mill gears and heavy duty special purpose gear units.

Write: Power Plant Gears Ltd., West Drayton, Middlesex, England. WTD.

• A license to manufacture and distribute passive electronic components suitable for military and industrial markets is sought by a British electronics firm.

The company currently produces defense and industrial grade miniature potentiometers, miniature switches, wirewound resistors and electro-chemical elapsed time meters. It already has licensing agreements with several U.S. concerns.

Write: Miniature Electronic Components Ltd., Copse Road, St. Johns, Woking, Surrey, England. WTD.

• A British manufacturer, exporter, importer and sales agent for metalworking machinery is interested in arrangements with U.S. companies for the manufacture under license of balancing and testing machinery and metal band sawing machinery.

Established in 1892, the company has 500 employees and ten salesmen that cover the United Kingdom.

Write: Edward G. Herbert Ltd., Atlas Works, Chapel St., Levenshulme, Manchester 19, England. WTD.

• A British manufacturer of components and assemblies for the machine tool, control gear and similar precision industries is seeking arrangements with U.S. companies to manufacture mechanical and electro-mechanical units or components.

The British company reportedly has a well equipped modern plant which includes a machine shop, drawing office, and planning and inspection facilities.

Write: Frenchay Products Ltd., Kingswood, Bristol, England. WTD.

• A British company has expressed an interest in acquiring licenses from U.S. firms for the manufacture of coated papers and lines similar to or allied to carbon papers and inked ribbons.

The company is a well established manufacturer of carbon papers and inked ribbons for all types of office machines including computers and data processing equipment. The firm also has worldwide sales distribution.

Write: Kolok Mfg. Company Ltd., Tariff Road, Tottenham, London N. 17, England. WTD.

• A well established English manufacturer of semi-trailers, drawbar trailers, axles, couplings, steel and aluminum containers and running and landing gear is interested in discussing licensing arrangements with U.S. manufacturers of truck trailers, shipping containers and aircraft parts.

Write: York Trailer Co. Ltd., Corby, Northamptonshire, England. WTD.

Chilean chemical equipment to be financed by Eximbank

The Export-Import Bank has auhorized a $14.2 million Alliance for Progress credit to Petroquimica-Dow S. A. (Petrodow) of Chile. Proceeds of the loan will help finance United States purchases of equipment and services for the three-plant Petrodow complex at Concepcion which will cost a total of some $30.5 million. This project is part of Chile's 1964-74 Development Plan to develop basic large petrochemical plants to provide raw materials for other industries.

One plant within the complex will produce vinyl chloride monomer which will be used to produce polyvinyl chloride in the second plant. The third plant will produce low density polyethylene, used principally in the manufacture of film. Polyvinyl chloride is used in floor tiles, shoes, and wire and cable covering.

The remaining costs of the complex will be financed by equity investment of $14.3 million by two Chilean corporations and two Dow affiliates, and a $2 million loan from a U.S. commercial bank.

Eximbank's $14.2 million loan is repayable in 20 semiannual installments beginning in August 1971 with interest on outstanding balances at the annual rate of 6%. It is to be guaranteed by Corporacion de Fomento, the Chilean Government development agency.

Ambassadors attend investment seminar

The Ambassadors of Indonesia, Malaysia, and Singapore took part in a recent orientation seminar on U.S. regulations governing American investment in the three countries.

The seminar, which was sponsored by the American Management Association and held in its New York headquarters, featured detailed presentations on the best methods of operating effectively in the three-nation area. Speakers covered local banking and exchange practices, joint venture operations and licensing procedures, management and labor conditions, legal and tax considerations, and local distribution and marketing practices.

(On-the-scene reports on all three countries appear on pages 2-9.)

Refrigeration joint venture sought by Saudi Arabian firm

A Saudi Arabian import-export firm is interested in a joint venture to assemble refrigerators and air conditioners.

The U.S. firm would supply equipment, parts, and technical assistance. Estimated initial production is 2000 refrigerators and 3000 air conditioners per year.

The Saudi Arabia firm is a long established importer and wholesaler of general merchandise. It is a regular purveyor to the local oil companies and the Saudi Government. The firm also acts as local sales agent for several U.S. companies.

Write: Mohamed H. Bassam, Hamad Fahad Bassam and Sons, King Saud Street, P.O. Box 285, Dammam, Saudi Arabia. WTD.

Welsh manufacturer seeks license to expand line

A Welsh industrial group is seeking licensing arrangements for U.S. products ancillary to or allied to its present production.

The firm produces air drying and air conditioning equipments, products for the treatment of gases, power and distribution transformers, ignition contacts and base material components for the semiconductor industry, electro-plating machinery and fabricated steel products.

Write: Rimer Manufacturing Co. Ltd., Melingriffith Works, Whitchurch, Cardiff, Wales, United Kingdom. WTD.

Prequalifications wanted by Pakistan on bids for construction projects

The Government of West Pakistan invites contractors to prequalify for the construction of the following projects:

The Lahore-Sheikhupura-Lyallpur Highway—construction of a limited access rural highway including all bridges and drainage structures. It will be a two-lane highway about 70 miles in length plus an eight-mile urban highway spur into the City of Lyallpur.

The Sheikhupura-Sargodha Highway—construction of approximately 85 miles of two-lane limited access rural highway including all bridges and drainage structures. There will be an additional five-mile, two-lane access road into the urban area of the City of Sargodha.

The Chenab River Bridge—construction of a new modern prestressed concrete bridge across the Chenab River about 3,300 feet long with a 44 foot roadway.

The pavement for the highway projects will be flexible type with asphalt concrete wearing surface 24 feet in width and stabilized shoulders each eight feet wide. Construction of smaller bridges for the highway projects will call for prestressed beams, reinforced concrete decks and piles or open well-type foundations. Approximately 40 bridges will be required on the first highway and 30 bridges will be required for the second highway. Both highways will require a number of reinforced concrete box and pipe culverts as well as road underpasses and cattle creeps. Bus lay-byes are provided in both highway projects and there will be several at-grade intersections and a few grade-separated interchanges with simple connecting ramps.

Chenab River bridge

The Chenab River bridge foundations will be deep open-dredge (well) type caissons. Over each caisson, a rigid frame column and cantilevered deck section will be poured in place and post tensioned. The spans will be filled with drop-in girders, 140 feet long, with a total span length of 225 feet. There will be 15 spans, 14 caisson piers and 2 abutments. The roadway deck will have an overall width of 51'6".

Each highway will be divided into two separate contracts in addition to a contract for the Chenab bridge, and bidders may tender on single or multiple contracts.

The Government of Pakistan has applied for a credit from the International Development Association in various currencies equivalent to U.S. $36 million toward the cost of a highway project including the above described highways and the Chenab bridge and it is intended that proceeds of this credit will be applied to payments under the construction contracts.

Only contractors who have been prequalified by the Director General, Highway Department, Government of West Pakistan, will be invited to submit tenders.

In order to receive prequalification documents, contractors are requested to submit in quadruplicate (an original with three copies) the name of the company or firm, address, name and title of the person to whom future correspondence should be directed, to the General Consulting Engineers at the following address:

Howard, Needles, Tammen & Bergendoff International Inc., General Consultants to Highway Department, P.O. Box No. 49, Lahore, West Pakistan.

The above information should be sent airmail to reach the office of the General Consultants as soon as possible. Interested contractors will be furnished with a description of the work including principal quantities and details of the information required from them in order to evaluate their qualifications for undertaking the proposed work. Prequalification information must be submitted to the General Consultants on or before Sept. 2.

Greece invites suppliers' bids on automatic Morse transmitters

The Ministry of National Defense, General Hellenic Naval Staff, has issued Tender No. 51455168 for the supply of automatic Morse transmitters. Bid deadline is Aug. 19.

Bid should offer automatic Morse transmitters with a transmission speed from 15-200 words per minute. Equipment should use 12mm perforated tape and operate from 220v, 50Hz supply.

Copies of tender announcement and specifications are available from the Ministry of National Defense (G.H.N.S.), 2 Paprigopoulou St., Athens, Greece, or on a short-term loan basis to firms located in the U.S. from the Electronics Division, BDSA-658, Room 4125, U.S. Department of Commerce, Washington, D.C. 20230, Telephone: 202-967-4038.

India extends bid deadline

The Chief Engineer, Madras Port Trust, Madras, has extended the bid deadline for Tender No. H1/28119/68/E, for portal cranes, from Aug. 2 to Sept. 3. (INTERNATIONAL COMMERCE, July 8, p. 48, SIC-353).

Australia issues tenders for electronics items

The Deputy Assistant Director-General (suppy) Postmaster-General's Department, has issued the following tenders:

Tender No. C5452, for the supply of Electronic Components and Accessories. Bid deadline is Sept. 17.

Bid should offer oscilloscope tubes; voltage regulator tubes; photo multiplier tubes; thyratrons; pentodes; triodes; tetrodes; and other assorted electron tubes.

Tender No. C5460, for the supply of Electron Tubes and Accessories. Bid deadline is Sept. 19.

Bid should offer Pentodes, Triodes, Tetrodes and other related items ranging in quantities from 1 to 4,000.

Copies of tender announcements and specifications are available from the Deputy Assistant Director-General (Supply) Postmaster-General's Department, 199 William St., Melbourne, Victoria 3000 or on a short-term loan basis to firms located in the U.S. from the Electronics Division, BDSA, Room 4125, U.S. Department of Commerce, Washington, D.C. 20230. Telephone: 202-967-4038.

Argentina requests bidders on aqueduct construction

The National Waterworks Department is inviting bids for the construction of an aqueduct between the towns of Trelew and Puerto Madryn, in the Province of Chubut, Argentina.

The official budget for this project is 2,380,406,300 Argentine pesos (approx. $6,801,160).

Deadline for submittal of bids is Oct. 15.

Copies of conditions and technical specifications can be obtained for 15,760 Argentine pesos (approx. $45) from Obras Sanitarias de la Nacion, Marcelo T. de Alvear 1840, Buenos Aires, Argentina by asking for Expediente 18049/68.

Future construction summary available

A quarterly summary of future construction projects abroad, contract award stories and significant foreign government tenders published in International Commerce and Commerce Business Daily during April, May and June, is available to U.S. firms from the Department of Commerce, BDSA-618, International Liaison and Trade Opportunities Staff, Washington, D.C. 20230. A preaddressed mailing label should be included with the request to facilitate processing and mailing.

The summary, which may also be reviewed at any of the 42 Commerce Field Offices, alphabetically lists project summaries by country in five distinct classes: airport, seaport, railroad and highway projects; hydro and thermal electric plant and irrigation projects; hospital, hotel and housing projects; industrial plant projects; and comprehensive development projects. Whenever possible, names of contractors and responsible agencies are cited, as well as original publication dates.

A limited number of copies of the 1st quarter 1968 summary are also available upon request and will be distributed on a first-come basis.

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. These numbers refer to the Standard Industrial Classification (SIC) Manual, which is available for $4.50 a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any trade relations.

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the Comprehensive Export Schedule or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

- indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the Trade Opportunities Staff, BDSA-618, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-924, U.S. Department of Commerce, Rm. 6059. Telephone: 202-967-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

011 Field crop farms

CYPRUS—Par boiled rice in packets and rice in bulk. Agency and direct purchase. Quote c.i.f. Cyprus. Vassos Eliades Ltd. (manufacturers' agent, importer, distributor), P.O. Box 1085, Nicosia. WTD 7/68.

019 Miscellaneous agriculture

SWITZERLAND—Agricultural seeds, all kinds. Eric Schweizer Samen AG (manufacturer, distributor), P.O. Box 360, 3601 Thun. WTD in preparation.

201 Meat products

CYPRUS—Canned meats in general. Agency and direct purchase. Quote c.i.f. Cyprus. Vassos Eliades Ltd. (manufacturers' agent, importer, distributor), P.O. Box 1085, Nicosia. WTD 7/68.

203 Canning, preserving foods

CYPRUS—Canned fish in general. Agency and direct purchase. Quote c.i.f. Cyprus. Vassos Eliades Ltd. (manufacturers' agent, importer, distributor), P.O. Box 1085, Nicosia. WTD 7/68.

204 Grain mill products

CYPRUS—Cat and dog food. Agency and direct purchase. Quote c.i.f. Cyprus. Vasses Eliades Ltd. (manufacturers' agent, importer, distributor), P.O. Box 1085, Nicosia. WTD 7/68.

RWANDA—Wheat flour. Trafipro (marketing cooperative), Boite Postale 302, Kigali. Attn: Purchasing Dept. WTD 7/68.

209 Food preparations

PORTUGAL—Edible oil: cottonseed, peanut, corn, sunflower, soybean for shipment to Portuguese Guinea. Julio Bento Simoes & Ca. Lda. (wholesaler, dealer), Rua 5 de Outubro, 957, Vila do Conde. WTD in preparation.

221 Broad woven fabric mills, cotton

ENGLAND—Household linens: sheets, blankets, towels, bedspreads, quilts, drapes. Agency and direct purchase. Leemark Elenka Ltd. (sales agent, distributor, importer), 8/9 Central Bldgs., 24 Southwark St., London, S.E.1. WTD 7/68.

GERMANY—Fabricated cotton textile products suitable for selling in mail order houses, department stores, chain shops. Direct purchase and agency. A. G. Pflaum (importer, agent), 2000 Hamburg 33, Fuhlsbuetteler Strasse 303. WTD 2/68.

225 Knitting mills, products

GERMANY—Wash and wear men's socks. Requests price quotations c.i.f. Hamburg. Requests replies in German. Direct purchase and agency. Bernd Rasehorn (importer, retailer, sales agent), 56 Wuppertal 1, Postfach 1008. WTD 7/68.

MALAWI—Men's, boys' hosiery and sports shirts. Overseas Silk Emporium (retailer), P.O. Box 328, Blantyre. WTD 7/68.

227 Floor covering mills, products

ITALY—Wall to wall carpets. Eurocarpet (retailer, distributor, importer), Via Chiusure 234, Brescia. WTD 5/68.

229 Textile goods

PORTUGAL—Man-made fibers for use in textile industry. Direct purchase and agency. E. Brunner & Ca. Lda. (importer, wholesaler, agent), 13-2° Rua de Avis, Oporto. WTD in preparation.

231 Men's, youths', boys' suits, coats, overcoats

GERMANY—Light men's suits, man-made fibers. Requests price quotations c.i.f. Hamburg. Requests replies in German. Direct purchase and agency. Bernd Rasehorn (importer, retailer, sales agent), 56 Wuppertal 1, Postfach 1008. WTD 7/68.

232 Men's, youths', boys' furnishings, work clothing

GERMANY—Men's dress shirts, genuine cotton, no iron. Requests price quotations c.i.f. Hamburg. Requests replies in German. Direct purchase and agency. Bernd Rasehorn (importer, retailer, sales agent), 56 Wuppertal 1, Postfach 1008. WTD 7/68.

MALAWI—Men's, youths', boys' shirts, sports shirts, sweaters, neckwear. Overseas Silk Emporium (retailer), P.O. Box 328, Blantyre. WTD 7/68.

233 Women's, misses', juniors' outerwear

MALAWI—Women's blouses, shirts, sports wear. Overseas Silk Emporium (retailer), P.O. Box 328, Blantyre. WTD 7/68.

261 Paper mills

● **IRAN**—Five hundred tons white paper of high quality. Substance to be 90 grs/m2± 2 grs. 300 tons in bobbin width of 500 mm.; 200 tons in bobbin width of 610 mm. Each bobbin to weigh 200-250 kgs. with core diameter of 150 mm. Bid deadline Oct. 7.

Copy of tender containing specifications, conditions, and sample of desired paper available from Forest Products and Packaging Division, BDSA, Room 4003, U.S. Department of Commerce, Washington, D.C. 20230. (Telephone 202-967-3003).

239 Fabricated textile products

GERMANY—Automobile seat covers; automobile safety strap assemblies; automobile seat belts; tents for camping. Requests price quotations c.i.f. Hamburg or Bremen. Requests replies in German. Direct purchase and agency. Afra, Kraftfahrzeugzubehoer-Grosshandlung Bruno Apelt KG. (importer, wholesaler), 46 Dortmund, Postfach 1102. WTD 7/68.

Fabricated textile products of all kinds, finished, semi-finished. Direct purchase and agency. A. G. Pflaum (importer, agent), 2000 Hamburg 33, Fuhlsbuetteler Strasse 303. WTD 2/68.

242 Sawmills, planing mills

NETHERLANDS—Square edged North Carolina pines; square edged hardwoods; California redwood. Direct purchase and exclusive sales representation. Frederic J. Willems (sales agent), 30 Meindert Hobbemastraat, Heemstede. WTD 6/68.

243 Millwork, veneer plywood, prefabricated structural wood products

GERMANY—American walnut veneer. Direct purchase and agency. Gerhard Steeb (wholesaler), 7271 Boesingen, Wuerttemberg, Bucheweg 144. WTD 7/68.

NETHERLANDS—Plywood, veneer. Direct purchase and exclusive sales representation. Frederic J. Willems (sales agent), 30 Meindert Hobbemastraat, Heemstede. WTD 6/68.

244 Wooden containers

MALAWI—Chests for tools, wood. Catalogs, price lists requested. J. S. Kanabar Ltd. (retailer), P.O. Box 10, Victoria Ave., Blantyre. WTD 8/68.

251 Household furniture

GERMANY—Garden folding furniture for camping; folding camp beds and lounge beds for camping. Requests price quotations c.i.f. Hamburg or Bremen. Requests replies in German. Direct purchase and agency. Afra, Kraftfahrzeugzubehoer-Grosshandlung Bruno Apelt KG. (importer, wholesaler), 46 Dortmund, Postfach 1102. WTD 7/68.

SOUTH AFRICA—Infants, children's furniture: cribs, play yards, play pens, chairs, tables, cradles, chests of drawers, baby baths, nursery seats and chairs, high chairs and combination feeding chair-tables. Direct purchase and sole agency. Phenship (Pty.) Ltd. (importing distributor), P.O. Box 2426, Cape Town, Cape Province. WTD in preparation.

262 Paper mills, products

NETHERLANDS—Disposable paper towels, napkins, handkerchiefs, tablecloths. Direct purchase and exclusive representations for Benelux countries or Europe requested. Van Gelder Zonen, Handelmaatschappij (importer, manufacturer, exporter), 236 Singel, P.O. Box 593, Amsterdam. WTD 10/67.

264 Converted paper, paperboard products

NETHERLANDS—Stationery, writing tablets, pads, notebooks. Direct purchase and exclusive representation for Benelux countries or Europe requested. Van Gelder Zonen, Handelmaatschappij (importer, manufacturer, exporter), Singel 236, P.O. Box 593, Amsterdam. WTD 10/67.

265 Paperboard containers, boxes

NETHERLANDS—Paper cups, plates, placemats. Direct purchase and exclusive representation for Benelux countries or Europe requested. Van Gelder Zonen, Handelmaatschappij (importer, manufacturer, exporter), 236 Singel, P.O. Box 593, Amsterdam. WTD 10/67.

281 Industrial chemical

● **CHILE**—Supply of 200,750 gals. of mineral oil for use in H.T. transformers. Bid deadline Sept. 23.

Complete technical specifications are available from the Empresa Nacional de Electricidad S.A., "ENDESA," calle Merced 753, Apt. 802 at a cost of approx. $5.

Firms desiring additional information should contact Empresa Nacional de Electricidad S.A., "ENDESA," Calle Ramon Nieto 920, Apt. 428, Santiago.★ (Telephone: 202-967-2067).

NETHERLANDS—Chemical raw and semi-finished products. Direct purchase and representation for Benelux countries requested. Jan Dekker N.V. (importer, exporter), Plein 13, P.O. Box 10, Wormerveer. WTD 7/68.

● **PAKISTAN**—Supply of 1,000 long tons of creosote oil for treating wooden sleepers, conforming to B.S.S. 144/1954 or any other specification equivalent thereto. Tender No. PR-1/68/TR/4, bid deadline Sept. 18.

Tender documents including instructions to bidders, tender form, schedule of requirement and P.R.S. conditions of contract No. A-3-65, can be obtained from July 31-Sept. 16, from: Office of the Secretary, Railway Board, Government of West Pakistan, P.W.R. Headquarters (Rm. No. 7, 1st floor) Empress Rd., Lahore, with payment of $5.25 per set.

283 Drugs

SWITZERLAND—Medical laboratory tests, reagents; clinical and biological chemistry. Direct purchase and agency. Galenopharm SA (manufacturer, dealer), 12 Rue de Coutance, 1201 Geneva. WTD 6/68.

284 Soap, detergents, cleaning preparations, perfumes, cosmetics

MALAWI—Toilet water, perfumes, colognes. Overseas Silk Emporium (retailer), P.O. Box 328, Blantyre. WTD 7/68.

MALAYSIA—Complete range of cosmetics. Direct purchase and agency. Fuji Trading Co. (indent agent, wholesaler, importer, exporter), Room No. 3, 1st Floor 33-B Weld Quay, Penang. WTD 7/68.

285 Paints, varnishes, lacquers, enamels

MALAWI—Spray paints, all colors, hand-use. Catalogs, price lists requested. J. S. Kanabar Ltd. (retailer), P.O. Box 10, Victoria Ave., Blantyre. WTD 8/68.

286 Gum, wood chemicals

● **CEYLON**—Rosin, 100 long tons, fortified size, in paste or powder form from WW or WG grades, for sizing paper with high percentage of straw pulp and bleached wood pulp. Bid deadline Aug. 31.

Chairman, Eastern Paper Mills Corp., P.O. Box 1367, Colombo.★ (Telephone 202-967-3512).

301 Tires, tubes

GERMANY—Automobile tires. Requests price quotations c.i.f. Hamburg or Bremen. Requests replies in German. Direct purchase and agency. Afra, Kraftfahrzeugzubehoer-Grosshandlung Bruno Apelt KG. (importer, wholesaler), 46 Dortmund, Postfach 1102. WTD 7/68.

306 Fabricated rubber products

GERMANY—Air mattresses for camping. Requests price quotations c.i.f. Hamburg or Bremen. Requests replies in German. Direct purchase and agency. Afra, Kraftfahrzeugzubehoer-Grosshandlung Bruno Apelt KG. (importer, wholesaler), 46 Dortmund, Postfach 1102. WTD 7/68.

307 Plastic products

MALAWI—Ice chests or coolers: portable, foam plastic. Catalogs, price lists requested. J. S. Kanabar Ltd. (retailer), P.O. Box 10, Victoria Ave., Blantyre. WTD 8/68.

NETHERLANDS—Plastic products for industrial, hospital laboratories. Exclusive sales rights. Industrie en Handelsonderneming Emergo N.V. (manufacturer, importing distributor), 54 Dorpsstraat, Landsmeer. WTD 6/68.

All kinds of plastic building materials. N.V. Maatschappij Jocad (manufacturer, importer), 89 Balistraat, P.O. Box 2070, Utrecht. WTD 6/68.

314 Footwear, except rubber

MALAWI—Men's, boys' dress, sport shoes. Overseas Silk Emporium (retailer), P.O. Box 328, Blantyre. WTD 7/68.

316 Luggage

MALAWI—Leather suitcases, briefcases, travelling bags. Overseas Silk Emporium (retailer), P.O. Box 328, Blantyre. WTD 7/68.

321 Flat glass

CYPRUS—Sheet window glass. Agency and direct purchase. Quote c.i.f. Cyprus. Vassos Eliades Ltd. (manufacturers' agent, importer, distributor), P.O. Box 1085, Nicosia. WTD 7/68.

322 Glass, glassware

CYPRUS—Table, kitchen, art, novelty glassware. Agency and direct purchase. Quote c.i.f.

Cyprus. Vassos Eliades Ltd. (manufacturers' agent, importer, distributor), P.O. Box 1085, Nicosia. WTD 7/68.

MALAWI—Glasses, bowls, ovenware for household use, including unbreakable, heat-resistant. Catalogs, price lists requested. J. S. Kanabar Ltd. (retailer), P.O. Box 10, Victoria Ave., Blantyre. WTD 8/68.

323 Glass products

MALAWI—Glasses, bowls, ovenware for household use, including unbreakable, heat-resistant. Catalogs, price lists requested. J. S. Kanabar Ltd. (retailer), P.O. Box 10, Victoria Ave., Blantyre. WTD 8/68.

331 Steel mill products

BRAZIL—Stainless steel sheets. "Dezoito-Oito" Importadora de Aco Ltda. (importer, distributor), Avenida Presidente Vargas, 482, 4° andar, sala 402, Caixa Postal 2185, Rio de Janeiro, GB ZC-00. WTD 7/68.

GREECE—Stainless steel sheets. Agency and direct purchase. N. Mirkas & Co. (importer, distributor, sales agent), 43 Sarri St., Athens 114. WTD 5/68.

342 Cutlery, hand tools, general hardware

CYPRUS—Table, kitchen cutlery; hand tools; general hardware. Agency and direct purchase. Quote c.i.f. Cyprus. Vassos Eliades Ltd. (manufacturers' agent, importer, distributor), P.O. Box 1085, Nicosia. WTD 7/68.

GERMANY—Automobile hardware, automobile hand tools. Requests price quotations c.i.f. Hamburg or Bremen. Requests replies in German. Direct purchase and agency. Afra, Kraftfahrzeugzubehoer-Grosshandlung Bruno Apelt KG. (importer, wholesaler), 46 Dortmund, Postfach 1102. WTD 7/68.

MALAWI—Vacuum bottles and jugs, household; domestic ice-chests; hand and edge tools for woodworking, metalworking, general maintenance, including automobile. Catalogs, price lists requested. J. S. Kanabar Ltd. (retailer), P.O. Box 10, Victoria Ave., Blantyre. WTD 8/68.

343 Heating apparatus, plumbing fixtures

FRANCE—Drain flushing equipment. Requests replies in French. S.O.C.C.A.—Societe de Canalisations, Curage et Assainissement (manufacturer, dealer), 67, Rue Paul Thomoux, 93 Neuilly-sur-Marne. WTD 4/67.

344 Fabricated structural metal products

AUSTRALIA—Cylinders of the size, capacity of 100-145 lbs. Details required by the purchaser: type of gas previously packed in the cylinders; dimensions of the cylinders (size and capacity of 100-145 lbs.) age of cyliners; service record of cylinder (tests and standards used). Cruickshank Bros. (manufacturers' agent, merchant), GPO Box U 1956, Perth 6000. Cable Cruickshank Perth. WTD 7/68.

346 Metal stampings

CYPRUS—Cooking, kitchen utensils. Agency and direct purchase. Quote c.i.f. Cyprus. Vassos Eliades Ltd. (manufacturers' agent, importer, distributor), P.O. Box 1085, Nicosia. WTD 7/68.

MALAWI—Tool boxes, stamped metal. Catalogs, price lists requested. J. S. Kanabar Ltd. (retailer), P.O. Box 10, Victoria Ave., Blantyre. WTD 8/68.

349 Fabricated metal products

GERMANY—Oil hydraulic valves. Requests price quotations c.i.f. European ports or f.o.b. American ports. Direct purchase and agency. Hydropa GmbH. & Cie. KG. (importer, exporter, wholesaler), 4321 Bredenscheid, Postfach 44. WTD 7/68.

352 Farm machinery

FRANCE—Agricultural machines. Direct purchase and agency. Agram S.A. (importer, manufacturer, wholesaler, agent), 35, Rue de Paris, 93 Pantin. WTD in preparation.

GREECE—Agricultural machinery, small horsepower. Agency and direct purchase. N. Mirkas & Co. (importer, distributor, sales agent), 43 Sarri St., Athens 114. WTD 5/68.

353 Construction, mining, materials handling machinery, equipment

● **YUGOSLAVIA**—Supply of 59 fork-lift trucks, battery operated. Tender No. S1. List #25, bid deadline Sept. 17. Brodokomerc, Rijeka/Beogradski Trg. 3.★ (Telephone: 202-967-5585).

354 Metalworking machinery

GERMANY—Automotive maintenance equipment. Requests price quotations c.i.f. Hamburg or Bremen. Requests replies in German. Direct purchase and agency. Afra, Kraftfahrzeugzubehoer-Grosshandlung Bruno Apelt KG. (importer, wholesaler), 46 Dortmund, Postfach 1102. WTD 7/68.

355 Special industry machinery

IRAN—Grading machine to grade shrimps in: 16-20; 20-25; 26-30; 31-35; 35-40; 51-60; 61-70 sizes. The electric motors should be water tight-type 3 phase, 220-380 volt, 50 cycle, of stainless steel, able to grade three tons of shrimp in eight hours. Requests catalogs, price information, delivery time of machine. Shilat Jonoub of Iran (government agency), North-Amirabad, Corner of Hamadan St., Tehran.

NETHERLANDS—Chemical industry equipment. Direct purchase and agency. Ingenieursbureau Eksteen (agent), 244z Soestdijkseweg, Bilthoven. WTD 7/68.

PORTUGAL—Broom making machinery. Antonio R. Oliveira & Irmao (manufacturer), Apartado 12, Cortegaca. WTD in preparation.

SWITZERLAND—Blister packing systems for PVC, automatic overwrapping systems, shrink packing systems, bagging systems, sealing machinery, uncaser, sealer, case packers, adhesive labelling machinery, folding from rolls machinery, high-speed cellophane machines, bottle control instruments, torch tester for thread cups, plastic bottle equipment, coding systems; for pharmaceutical, chemical, food industries. Direct purchase and agency. Spiral Tools and Machinery Co. Inc. (importer), Solothurnerstrasse 22, 4002 Basel. Attn: R. Hanseler, Dir. WTD in preparation.

● **YUGOSLAVIA**—Bakery machinery: three complete semi-automatic lines for different bakery products, each of 6,000 kg/h capacity. Tender No. S1. list #26, bid deadline Sept. 24.

Mlinsko Pekarska Industrija, Belgrade, Francuska 6.

● Twelve shuttleless looms for wool yarn with accessories; three two-system threading machines with accessories; one wool-rolling machine; wool yarn washing machine, other related items. Tender No. S1. list #27, bid deadline Oct. 1.

Masino Impex, Export-Import, Zagreb/Varsavska 9.

● Fifty looms for silk and synthetic yarn 1700 mm, one foulard loom, two stamping machines, one doubling machine, one stitching machine, and two spindle cleaners (all machines 1700 mm working width). Tender No. S1. list #25, bid deadline Sept. 17.

Tekig-Invest, Export-Import, Belgrade/7.

● Plastics working machinery, including 22 machines for production of polyethylene bags: extruding, finishing, printing. Tender No. S1. list #26, bid deadline Sept. 24.

Jugoplastika, Split/Zrtava Fasizma bb.

● Completely equipped plant for processing 30,000 tons/year of pyrophyllite, including assembly and trial run. Offer alternatively with and without engineering services. Trade ref-

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

ALBUQUERQUE, N. MEX., 87101, U.S. Courthouse. Area Code 505 Tel. 247-0311.

ANCHORAGE, ALASKA, 99501, 306 Loussac-Sogn Bldg. Area Code 907 Tel. 272-6331.

ATLANTA, GA., 30303, 4th Floor Home Savings Bldg., 75 Forsyth St. N.W. Area Code 404 Tel. 526-6000.

BALTIMORE, MD., 21202, 305 U.S. Customhouse, Gay and Lombard Sts. Area Code 301 Tel. 962-3560.

BIRMINGHAM, ALA., 35205, Suite 200-201, 908 S. 20th St. Area Code 205 Tel. 325-3327.

BOSTON, MASS., 02203, Room 510, John Fitzgerald Kennedy Federal Bldg. Area Code 617 Tel. 223-2312.

BUFFALO, N.Y., 14203, 504 Federal Bldg., 117 Ellicott St. Area Code 716 Tel. 842-3208.

CHARLESTON, S.C., 29403, Federal Bldg., Suite 631, 334 Meeting St. Area Code 803 Tel. 577-4171.

CHARLESTON, W. VA., 25301, 3002 New Federal Office Bldg., 500 Quarrier St. Area Code 304 Tel. 343-6196.

CHEYENNE, WYO., 82001, 6022 Federal Bldg., 2120 Capitol Ave. Code 307 Tel. 634-5920.

CHICAGO, ILL., 60604, 1486 New Federal Bldg., 219 South Dearborn St. Area Code 312 Tel. 353-4400.

CINCINNATI, OHIO, 45202, 8028 Federal Office Bldg., 550 Main St. Area Code 513 Tel. 684-2944.

CLEVELAND, OHIO, 44114, Room 600, 666 Euclid Ave. Area Code 216 Tel. 522-4750.

DALLAS, TEX., 75202, Room 1200, 1114 Commerce St. Area Code 214 Tel. 749-3287.

DENVER, COLO., 80202, 16419 Federal Bldg., 20th and Stout Sts. Area Code 303 Tel. 297-3246.

DES MOINES, IOWA, 50309, 609 Federal Bldg., 210 Walnut St. Area Code 515 Tel. 284-4222.

DETROIT, MICH., 48226, 445 Federal Bldg. Area Code 313 Tel. 226-6088.

GREENSBORO, N.C., 27402, 258 Federal Bldg., W. Market St. P.O. Box 1930. Area Code 919 Tel. 275-9111.

HARTFORD, CONN., 06103, 18 Asylum St. Area Code 203 Tel. 244-3530.

HONOLULU, HAWAII, 96813, 286 Alexander Young Bldg., 1015 Bishop St. Tel. 588-977.

HOUSTON, TEX., 77002, 5102 Federal Bldg., 515 Rusk Ave. Area Code 713 Tel. 228-0611.

JACKSONVILLE, FLA., 32202, P.O. Box 35087, 400 W. Bay St. Area Code 904 Tel. 791-2796.

KANSAS CITY, MO., 64106, Room 2011, 911 Walnut St. Area Code 816 Tel. 374-3141.

LOS ANGELES, CALIF., 90015, Room 450, Western Pacific Bldg., 1031 S. Broadway. Area Code 213 Tel. 688-2833.

MEMPHIS, TENN., 38103, 710 Home Federal Bldg., 147 Jefferson Ave. Area Code 901 Tel. 534-3214.

MIAMI, FLA., 33130, Rm. 821, City National Bank Bldg., 25 W. Flagler St. Area Code 305 Tel. 350-5267.

MILWAUKEE, WIS., 53203, Straus Bldg., 238 W. Wisconsin Ave. Area Code 414 Tel. 272-8600.

MINNEAPOLIS, MINN., 55401, 306 Federal Bldg., 110 S. Fourth St. Area Code 612 Tel. 334-2131.

NEW ORLEANS, LA., 70130, 909 Federal Office Bldg., S., 610 South St. Area Code 504 Tel. 527-6546.

NEW YORK, N.Y., 10007, 41st Floor, Federal Office Bldg., 26 Federal Plaza. Area Code 212 Tel. 264-0634.

PHILADELPHIA, PA., 19107, Jefferson Bldg., 1015 Chestnut St. Area Code 215 Tel. 597-2850.

PHOENIX, ARIZ., 85025, 5413 New Federal Bldg., 230 N. First Ave. Area Code 602 Tel. 261-3285.

PITTSBURGH, PA., 15222, 2201 Federal Bldg., 1000 Liberty Ave. Area Code 412 Tel. 644-2850.

PORTLAND, OREG., 97204, 217 Old U.S. Courthouse, 520 S.W. Morrison St. Area Code 503 Tel. 226-3361.

RENO, NEV., 89502, 2028 Federal Bldg., 300 Booth St. Area Code 702 Tel. 784-5203.

RICHMOND, VA., 23240, 2105 Federal Bldg., 400 N. 8th St. Area Code 703 Tel. 649-3611.

ST. LOUIS, MO., 63103, 2511 Federal Bldg., 1520 Market St. Area Code 314 Tel. 622-4243.

SALT LAKE CITY, UTAH, 84111, 3235 Federal Bldg., 125 S. State St. Area Code 801 Tel. 524-5116.

SAN FRANCISCO, CALIF., 94102, Federal Bldg., Box 36013, 450 Golden Gate Ave. Area Code 415 Tel. 556-5864.

SAN JUAN, P.R., 00902, Room 100, Post Office Bldg. Phone 723-4640.

SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Bldg., 125-29 Bull St. Area Code 912 Tel. 232-4321.

SEATTLE, WASH., 98104, 809 Federal Office Bldg., 909 First Ave. Area Code 206 Tel. 583-5615.

erences required. Tender No. S1. list #18, bid deadline Oct. 8.

Progres, pretstavnistvo, Sarajevo/Marsala Tita 71.

● Textile machinery: pre-threading plant, cleaning plant, and preparing plant. Tender No. S1. list #1, bid deadline Oct. 1.

Poslovno Zdruzenje Tekstilne Industrije, Ljubljana/Titova 8.

● Fourteen shuttleless looms for plush; and 13 other textile machines: doubling, warping, exhausting, other related items. Tender No. S1. list #28, bid deadline Oct. 8.

Tekig-Invest, Export-Import, Belgrade 7.

● Complete modern equipment for the production of 730,000 sq. m. per year of floor and wall ceramic tiles, including: complete engineering and supervision of installation. Tender No. S1. list #26, bid deadline Sept. 24.

Rudnap Export-Import, Belgrade/Vuka Karadzica 6.

● Equipment for a malt plant for: cleaning and storing of barley, sorting of barley, softening with CO_2 exhausting, barley transportation to softening plant, barley germination, malt transportation, drying plant, transportation of malt out of storehouse; electrical equipment, hydro-equipment, refrigerating equipment, command consoles and controls, boiler plant.

The offer should include: detailed specification of equipment, designs and blueprints, literature, assembly price, time, list of personnel and materials necessary, price of equipment free Yugoslav border, warranty, payment conditions, credit conditions. Tender No. S1. List #27, bid deadline Oct. 1.

Poljoprivredno Industriski Kombinat, Nova Gradiska/Cernik.

356 General industrial machinery

GERMANY—Oil hydraulic pumps. Requests price quotations c.i.f. European ports or f.o.b. American ports. Direct purchase and agency. Hydropa GmbH. & Cie KG. (importer, exporter, wholesaler), 4321 Bredenscheid, Postfach 44. WTD 7/68.

ICELAND—Silent, rubber-encased motors for blowers, 1/6 to 3 hp.; roof blowers for ventilation of factories and barns, 1/60 to 2 hp.; "find tube" heating coils, 50,000 to 200,000 BTU; pumps, circulators for moving air and liquids being used to heat or refrigerate; pipe joints and joint compounds; equipment for deepfreezing vegetables, 5 to 7 hp. Direct purchase and agency. Velsmidjan Dynjandi, S. F. (importer, wholesaler), Skeifan 3 h, Reykjavik. WTD 7/68.

357 Office, computing, accounting machines

BRAZIL—Small office appliances such as perforators, stapling machines, office numbering machines. Direct purchase and agency. Importadora Laguna Ltda. (distributor, importer), Rua Sao Bento 13, 3° andar, Rio de Janeiro, GB – ZC-05. WTD 6/68.

SOUTH AFRICA—Baby scales. Direct purchase and sole agency. Phenship (Pty.) Ltd. (importing distributor), P.O. Box 2426, Cape Town, Cape Province. WTD in preparation.

SWEDEN—All types of office machines. Direct purchase and agency. AB Carl Lamm Maskinaffar (retailer, agent, distributor, importer, exporter), 29 Kungsgatan, S-103 64 Stockholm. WTD 7/68.

358 Service industry machines

ENGLAND—Specialized refrigeration equipment. Agency and direct purchase. Hubbard Refrigeration Ltd. (importer), The Street, Martlesham, Suffolk. WTD 7/68.

FRANCE—Sewer cleaning equipment. Requests replies in French. S.O.C.C.A.—Societe de Canalisations, Curage et Assainissement (manufacturer, dealer), 67, Rue Paul Thomoux, 93 Neuilly-sur-Marne. WTD 4/67.

GERMANY—Complete domestic air conditioning units. Requests price quotations c.i.f. Hamburg or Bremen. Requests replies in German. Direct purchase and agency. Gert Pasbach (manufacturer, wholesaler), Kuehl- und Klimaanlagen, 4640 Wattenscheid, Bochumerstrasse 112. WTD 7/68.

ICELAND—Air-conditioning equipment. Velsmidjan Dynjandi, S. F. (importer, wholesaler), Skeifan 3 h, Reykjavik. WTD 7/68.

NETHERLANDS—Water purification equipment, swimming pool filters. Direct purchase and agencies for Netherlands requested. Ingenieursbureau Eksteen (manufacturer, agent), 244z Soestdijkseweg, Bilthoven. WTD 7/68.

PORTUGAL—Air conditioners; home, commercial. Direct purchase and agency. Electra Portuguesa, Lda. (importer, retailer, wholesaler, manufacturer, sales agent), 592 Rua de Sa da Bandeira, Oporto. WTD in preparation.

● **YUGOSLAVIA**—One air conditioning system for a bank. Tender No. S1. list #28, bid deadline Oct. 8. Additional details are available from Kreditna Banka Zagreb, Elektronski Racunski Centar, Zagreb/Ilica 38.

Choice of language

Some people—about seven-eighths of them—just do not understand English.

So when you answer an advertiser in these pages who requests replies in his own language oblige him *and* yourself.

Ask the Department of Commerce Field Office for advice.

359 Machinery

GERMANY—Hydraulic cylinders. Requests price quotations c.i.f. European ports or f.o.b. American ports. Direct purchase and agency. Hydropa GmbH. & Cie. KG. (importer, exporter, wholesaler), 4321 Bredenscheid, Postfach 44. WTD 7/68.

361 Electric transmission, distribution equipment

● **ARGENTINA**—Supply, installation and start-up of power transformers and one compensating reactor for the 9 de Julio and Pueyrredon transformer stations in Mar del Plata, Province of Buenos Aires. Tender No. 93/68, bid deadline Sept. 3.

Specifications available from Agua y Energia Electrica, Lavalle 1554, Buenos Aires, Argentina upon payment of approx. $60.

● **BURMA**—Supply assorted sizes and quantities of static capacitators, shunt reactors, switch gear, control equipment. Tender No. 57 (T)/EL-ESB (E)/67-68, bid deadline Sept. 30.

Controller of Stores, Electricity Supply Board, Rose Bank Road, Ahlone, Rangoon, Burma. Specifications available from American Embassy, Rangoon, Burma upon payment of $11 (certified check to American Embassy).

● **ETHIOPIA**—Supply and installation of one each 15 KV regulating transformer and accessories. Reference No. 336/90, bid deadline Sept. 17. Ethiopian Electric Light and Power Authority, P.O. Box 1233, Addis Ababa, Ethiopia, Attn: Ato Truesaw Meshesha, Purchasing Officer.

One copy of specifications available for review only, not for loan, from Power and Electrical Equipment Division, BDSA-662, Department of Commerce, 14th and Constitution Ave., NW, Washington, D.C. 20230. (Telephone: 202-967-4241).

ENGLAND—General purpose electronic test equipment; microwave solid state devices, coaxial components, test equipment. Agency with view to manufacturing under license at later date. G & E Bradley Ltd. (manufacturer, distributor), Electrical House, Neasden Lane, London, N.W.10. WTD 7/68.

FRANCE—Transformers for high-tension tubes. A.U.P.E.M.—Applications et Utilisations des Proprietes Electriques de Materiaux (manufacturer, wholesaler), La Saulaie—45 Gien. WTD 5/68.

SWEDEN—Electric material included in high and low tension switch board controls; electric automatic control equipment; electric switching equipment. Agency and direct purchase. AB Novum (manufacturer, agent), Prins Georgs gata 2d, S-252 34 Halsingborg. WTD 11/67.

362 Electrical industrial apparatus

ENGLAND—Portable arc welding machinery of motor generator type, weighing not over 300 kilos, suitable for use by ships of over 10,000 tons. Quote c.i.f. price, U.K. port, for batches of 50. Park-Stanton and Co. Ltd. (importer, exporter), 21 Thames Rd., Barking, Essex. WTD 7/68.

GERMANY—Transformers, automatic control equipment, testing equipment, measuring instruments, electrical equipment for industrial use, motors and generators, accessories, spare parts. Direct purchase and agency. Oskar Walther Ing. VDE. (manufacturer, agent, repairshop), Elektro-Maschinenbau, Elektrische Anlagen, 2000 Hamburg 28, Billstrasse 184. WTD 3/67.

NETHERLANDS—Line correctors, digital voltmeters and recorders, X-Y recorders, electronic frequency meters. Elofysica N.V. (importer), 120 Weteringschans, Amsterdam. Attn: Mr. P. H. Andersen. WTD 2/68.

TAIWAN—High speed windmills having windwheels of airplane propeller type, incorporated with DC generators for charging batteries that operate telemetering microwave relay station; with devices that prevent overcharging of batteries and reef under dangerous wind speeds. Battery voltage 12 to 15, alternatively, 12 and 24. Request brochures, prices. Mr. S. J. Bocks, United Nations Development Programme, P.O. Box 1647, Taipei.

363 Household appliances

GERMANY—Household refrigerators. Requests price quotations c.i.f. Hamburg or Bremen. Requests replies in German. Direct purchase and agency. Gert Pasbach, Kuehl- und Klimaanlagen (wholesaler, manufacturer), 4640 Wattenscheid, Bochumerstrasse 112. WTD 7/68.

MALAWI—One, 2 and 3-burner kerosene cooking stoves for indoor or outdoor use. Catalogs, price lists requested. J. S. Kanabar Ltd. (retailer), P.O. Box 10, Victoria Ave., Blantyre. WTD 8/68.

PORTUGAL—Built-in cooktops, electric, gas; electric built-in ovens; exhaust hoods, kitchen. Direct purchase and agency. Electra Portuguesa, Lda. (importer, retailer, wholesaler, manufacturer, sales agent), 592 Rua de Sa da Bandeira, Oporto. WTD in preparation.

364 Electric lighting, wiring equipment

FRANCE—Fluorescent H.O. tubes. A.U.P.E.M. Applications et Utilisations des Proprietes Electriques de Materiaux (manufacturer, wholesaler), La Saulaie—45 Gien. WTD 5/68.

MALAWI—Lamp sockets, electric plugs, switches and cord connectors for 220/240 volt household lighting systems. Catalogs, price lists requested. J. S. Kanabar Limited (retailer), P.O. Box 10, Victoria Avenue, Blantyre. WTD 8/68.

PORTUGAL—High intensity lamps. Direct purchase and agency. Electra Portuguesa, Lda. (importer, retailer, wholesaler, agent, manufacturer), 592 Rua de Sa da Bandeira, Oporto. WTD in preparation.

365 Radio, television receiving sets

MALAWI—Records. Requests catalogues, price lists. Programmes Dir., Malawi Broadcasting Corp. (government agency), P.O. Box 453, Blantyre.

SWEDEN—Transistorized radio receiving sets; high fidelity, stereo sound equipment, phonograph records, 33, 45, 78 r.p.m., popular, classical, high fidelity, stereo. Agency and direct purchase. Knut Hannebo AB (wholesaler, agent), Groneskansvagen 12, S-291 00 Kristianstad. WTD 9/67.

366 Communications equipment

PORTUGAL—Radio-telephone communication systems, stationary and mobile, V.H.F., F.M., A.M. Direct purchase and agency. Electra Portuguesa, Lda. (importer, retailer, wholesaler, manufacturer, sales agent), 592 Rua de Sa da Bandeira, Oporto. WTD in preparation.

SWEDEN—All kinds of citizen band transceivers. Agency and direct purchase. Knut Hannebo AB (wholesaler, agent), Groneskansvagen 12, S-291 00 Kristianstad. WTD 9/67.

367 Electronic components, accessories

SWEDEN—Electronic components for industrial, military use. Direct purchase and agency. AB Gosta Backstrom (agent, distributor, importer), 16 Sysslomansgatan, S-112 41 Stockholm. WTD 7/68.

VENEZUELA—Electronic parts, accessories for radios, TV sets, general electronics. Distribution for entire country. T.V. Import C.A. (importer, distributor), Cruz Verde a Velasquez N° 78, Caracas. WTD 7/68.

369 Electrical machinery, equipment, supplies

CYPRUS—Flashlight cells, portable radio and instrument. Agency and direct purchase. Quote c.i.f. Cyprus. Vassos Eliades Ltd. (manufacturers' agent, importer, distributor), P.O. Box 1085, Nicosia. WTD 7/68.

GERMANY—Electric motors for oil hydraulic equipment. Requests price quotations c.i.f. European ports or f.o.b. American ports. Direct purchase and agency. Hydropa GmbH. & Cie. KG. (importer, exporter, wholesaler), 4321 Bredenscheid, Postfach 44. WTD 7/68.

371 Motor vehicles, motor vehicle equipment

BRAZIL—Replacement parts, accessories for passenger cars. Requests replies in Portuguese and Spanish. Senado Auto Pecas Ltda. (retailer, distributor, importer), Rua do Senado 40/42, Rio de Janeiro, GB ZC-58. WTD 7/68.

ENGLAND—Automotive accessories new to U.K. market. Sole distribution with possibility of manufacturing under license at later date. Hills (Patents) Ltd. (manufacturer, distributor), Hills House, London Road, Staines, Middlesex. WTD 7/68.

GERMANY—Spare parts, accessories of combat vehicles, American types, wheeled, tracked tactical vehicles or carriers. Harms & Wende (manufacturer, importer, exporter, repair plant), 21 Hamburg 90, Harburger Schloss-Strasse 36. WTD 3/67.

381 Engineering, laboratory, scientific research instruments

FRANCE—Laboratory, research, teaching instruments: microtomes, micromanipulators, laboratory balances, autoclaves, bacteriological incubators, centrifuges, mass spectrographs, sterilizers, electron microprobes. Societe Anonyme des Anciens Etablissements Barbier, Benard et Turenne (manufacturer, dealer), 82, Rue Curial, Paris, 19eme. WTD 7/67.

NETHERLANDS—Stabilized power supplies (D.C.), integrated circuits, line correctors, nuclear instruments, digital voltmeters and recorders, X-Y recorders. Elofysica N.V. (importer), 120 Weteringschans, Amsterdam. Attn: Mr. P. H. Anderssen. WTD 2/68.

382 Instruments for measuring, controlling, indicating physical characteristics

NETHERLANDS—Data scanners. Elofysica N.V. (importer), 120 Weteringschans, Amsterdam. Attn: Mr. P. H. Anderssen. WTD 2/68.

383 Optical instruments, lenses

FRANCE—Microscopes. Societe Anonyme des Anciens Etablissements Barbier, Benard et Turenne (manufacturer, dealer), 82, Rue Curial, Paris, 19eme. WTD 7/67.

384 Surgical, medical, dental instruments

AUSTRIA—Instruments for surgery, laryngology. Requests replies in German. Theodor Senn (importer, distributor) Maria-Theresien-Strasse 42, A-6020 Innsbruck/Tyrol. WTD 4/67.

SWEDEN—All types of surgical, orthopedic, prosthetic appliances, supplies for delivery to hospitals; especially elastic braces, suspensories, corsets, trusses, other elastic supports. Direct purchase and agency. Institutet for Brackskador (manufacturer, distributor, importer), 9 Vastmannagatan, S-111 24 Stockholm 1 WTD 7/68.

391 Jewelry, silverware, plated ware

MALAWI—Kitchen and table cutlery, not in sets. Catalogs, price lists requested. J. S. Kanabar Ltd. (retailer), P.O. Box 10, Victoria Ave., Blantyre. WTD 8-68.

394 Toys, amusement, sporting goods

GERMANY—Insulated bags and ice chests for camping. Requests price quotations c.i.f. Hamburg or Bremen. Direct purchase and agency. Requests replies in German. AFRA, Kraftfahrzeugzubehoer-Grosshandlung Bruno Apelt KG. (importer, wholesaler), 46 Dortmund, Postfach 1102. WTD 7/68.

SWEDEN—All types of sporting articles with the main emphasis on bowling. Svenska Bowling Imp. AB (manufacturer, distributor, exporter, importer) 12 Rastensgatan, S-172 30 Sundbyberg. WTD 7/68.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

396 Costume jewelry, novelties, buttons, notions

MALAWI—Collar buttons, cuff links, shirt studs. Overseas Silk Emporium (retailer), P.O. Box 328, Blantyre. WTD 7/68.

TANZANIA—Jewelry, presentation articles, novelties. Direct purchase and agency. Requests price quotations c.i.f. Dar es Salaam. F. W. Mawji (importer, retailer), P.O. Box 1142, Dar es Salaam. WTD 7/68.

399 Manufacturing industries

MALAWI—All types of household industrial and garden brushes including paintbrushes, scrubbing brushes, hand brooms. Catalogs, price lists requested. J. S. Kanabar Ltd. (retailer), P.O. Box 10, Victoria Ave., Blantyre. WTD. 8/68.

502 Drugs, chemicals, allied products

NETHERLANDS—Cosmetics, perfumes, pharmaceuticals, toilet articles, toilet preparations. Exclusive sales rights. Devam N.V. (importing distributor), 7 Teilingen, Amsterdam. WTD 6/68.

506 Electrical goods

IVORY COAST—Electrical supplies, especially wires, cables. Requests replies in French. Societe d'Entreprises Generales et Industrielles, B.P. 113, Bouake. WTD in preparation.

539 Miscellaneous general merchandise stores

TOGO—Food products including rice, flour; beverages; insecticides; textiles, clothes. Requests c.i.f. price quotations. Requests replies in French. Adotevi Freres (retailer), B.P. 1666, Lome. WTD in preparation.

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

203 Canning, preserving foods

ITALY—Canned fruits, fruit juices. Fraber (distributor, agent, manufacturer), Via Ardigo 46, Monza (Milano). WTD 6/69.

221 Broadwoven fabric mills, cotton

TANZANIA—Cotton textiles. Exclusive agency. Requests price quotations c.i.f. East African ports. Naran Dahya & Sons (manufacturers' representative), P.O. Box 28, Mwanza. WTD in preparation.

222 Broad woven fabric mills, manmade fiber, silk

SOUTH AFRICA—Infants' cotton blankets of synthetic fiber, mixtures, in presentation packs. A Blomson (manufacturers' agent). P.O. Box 3920, Cape Town, Cape Province. WTD 4-67.

TANZANIA—Nylon, rayon, other synthetic fibers. Requests price quotations c.i.f. East African ports. Naran Dahya & Sons (manufacturer's representative), P.O. Box 28, Mwanza. WTD in preparation.

234 Women's, misses', children's, infants' under garments

TANZANIA—Women's misses', children's undergarments, lingerie, negligees, nightwear, bras, girdles. Direct purchase and agency. Requests price quotations c.i.f. Dar es Salaam. F. W. Mawji (importer, retailer), P.O. Box 1142, Dar es Salaam. WTD 7/68.

236 Girls', children's, infants' outerwear

SOUTH AFRICA—All types of infants' outwear: bibs, feeders in presentation packs. A. Blomson (manufacturers' agent), P.O. Box 3920, Cape Town, Cape Province. WTD 4/67.

262 Paper mills, products

ENGLAND—Specialized paper, boards and packaging materials. Witting Brothers Ltd. (importer, sales agent), 49 Cannon St., London, E.C.4. WTD 7/68.

GERMANY—Special and technical paper of all kinds. Requests price quotations c.i.f. Hamburg or Bremen. Hans-Georg Gallenkamp (importer, exporter, sales agent), 4005 Buederich, Niederloericker Strasse 36, WTD 7/68.

264 Converted paper, paperboard products

MALAYSIA—Stationery all kinds for office, school use. Fuji Trading Co. (indent agent, wholesaler, importer, exporter), Room No. 3, 1st Floor, 33-B Weld Quay, Penang. WTD 7/68.

266 Building paper, building board mills

ENGLAND—All types of board materials allied to building and furniture trades, both for construction and decorative work; chipboard, hardboard, insulation board, plywood, blockboard, plastic laminates. Agency. J. Eidelman and Co. Ltd. (sales agent), Rex House, 38 King William Street, London, E.C. 4. WTD 7/68.

281 Industrial chemicals

TANZANIA—Chemicals such as caustic soda, silicate of soda, sulphuric acid for batteries; colors for soap, cosmetics; dye-stuff for textile manufacturing; essences for industrial purposes like soaps, cosmetics. Exclusive agency. Requests price quotations c.i.f. East African ports. Naran Dahya & Sons (agent), P.O. Box 28, Mwanza. WTD in preparation.

Rubber processing chemicals for manufacture of rubber sheets, straps for rubber beach sandal factory. Prices to be quoted c.i.f. Tanga. Shantilal R. Shah (importer, agent), P.O. Box 729, Tanga. WTD in preparation.

282 Synthetic materials

TANZANIA—PVC leather-imitation cloth; expandable PVC leatherette. Requests price quotations c.i.f. East African ports. Naran Dahya & Sons (manufacturers' representative), P.O. Box 28, Mwanza. WTD in preparation.

283 Drugs

GREECE—Pharmaceutical preparations for human, veterinary use. Panos Savouras (sales agent), 10 Skoufa St., Athens 136. WTD 7/68.

ITALY—Pharmaceuticals. Antonio Branchizio (dealer), Via Villoresi 26, 20143 Milano. WTD 5/68.

284 Soap, detergents, cleaning preparations, perfumes, cosmetics

ITALY — Cosmetics. Antonio Branchizio (dealer), Via Villoresi 26, 20143 Milan. WTD 5/68.

287 Agricultural chemicals

GREECE—Herbicides, insecticides, foliar fertilizer. Panos Savouras (sales agent), 10 Skoufa St., Athens 136. WTD 7/68.

289 Chemical products

TANZANIA—Animal products such as tallow, animal fats, fatty acids for soap manufacturing. Exclusive agency. Requests price quotations c.i.f. East African ports. Naran Dahya & Sons (manufacturers' representative), P.O. Box 28, Mwanza. WTD in preparation.

331 Steel mill products

BRAZIL—Tin plate "waste-waste". "Dezoito-Oito" Importadora de Aco Ltda. (importer, distributor), Avenida Presidente Vargas 482, 4° andar, sala 402—Caixa Postal 2185, Rio de Janeiro, GB – ZC-00. WTD 7/68.

FRANCE—Nails, steel: wire or cut, from 50 to 100 mm. in length; double-head nails of special type designed for utilization by building contractors in construction of wood framework (coffrage), plank-lining, shuttering, related preliminary work Descriptive literature, price lists requested. Nivaldia (sales agent, dealer), "La Beroye"; Rue Sergent-Capmas; 64- Bayonne, Basses-Pyrenees. WTD 7/68.

PAKISTAN—Tin plate, black plate and terne plate-steel bars, allied products. Requests catalogs, quotations, C&F, Karachi. Pioneer Automobiles (importer, indent agent), Pilot House, Plaza Sq., Bunder Rd., Karachi. WTD 10/67.

Steel rails, various poundage. Requests quotations, C&F Karachi. Telec Electronic Machinery Ltd. (sales, indent agents), 415 Mehboob Chambers, Victoria Rd., Saddar, Karachi. WTD 4/68.

342 Cutlery, hand tools, general hardware

PHILIPPINES—Automotive, carpentry hand tools. Eurasian-American Commercial (indentor), Suite 712 Pacific Bldg., 460 Rosario St., Manila. WTD 7/68.

VENEZUELA—Hand tools and tool sets, mechanics' for automotive repair, maintenance. Sales agency for entire country. Federico Nunez, "Representaciones Federico Nunez (sales agent), Edificio Orion, Oficina C-2, Avenida Presidente Medina, Caracas; or: Apartado 7689 Nueva Granada, Caracas. WTD 7/68.

349 Fabricated metal products

AUSTRALIA—Scaffolding fittings, various other types of scaffolding equipment. Exclusive agency. J. E. B. Scaffolding Co., Hutton St., Osborne Park, Western Australia. WTD in preparation.

353 Construction, mining, materials handling machinery, equipment

AUSTRIA—Construction machinery, equipment other than earthmoving equipment, excavators, shovels, hoists, draglines, asphalt mixing plants, finishers. Special railway construction equipment such as automatic tamping hammers; materials handling equipment, particularly for handling containerized freight. "Intropa" Industrie- und Handels-Aktiengesellschaft (importer, wholesaler, manufacturers' agent), Mantlergasse 30, POB 89, A-1131 Vienna. WTD 6/67.

ENGLAND—Conveyor control systems; mechanical handling equipment. Gregorys Technical Services Ltd. (sales agent), 8 Nicholas Gardens, Ealing, London, W.5. WTD 7/68.

PAKISTAN—Cranes, construction machinery for mounting on tractors. Requests catalogs, quotations, C&F., Karachi. S. S. Haji Abdul Kader (importer), 47 New Cloth Market, Dunolly Road, Karachi. WTD 10/67.

354 Metalworking machinery

FRANCE—Automotive diagnostic instruments and equipment: power testing, brake testing, revolution counter, ignition control, shock absorbers' strength, other usual tests. Societe Sofranaf (importer, wholesaler, agent), 15, Rue du Louvre, Paris, 1er. WTD 4/68.

Buffing, polishing machines, products. C.I.F.A.P. (Cie Industrielle Francaise d'Appareillages pour le Polissage) (manufacturer, wholesaler, retailer), 25bis, Rue du General Brunet, Paris, 19eme. WTD in preparation.

PAKISTAN—All kinds of automotive maintenance equipment including motor analyzers, wheel balancers, spark plug cleaners, wheel spinners, frame straighteners. Eastern Import & Export Agency (importer, wholesaler, retailer, agent), 7-8 Motijheel Commercial Area, Dacca-2. WTD 6/68.

355 Special industry machinery

BRAZIL—Printing trades machinery, equipment. Importadora Laguna Ltda. (distributor, importer), Rua Sao Bento 13—3° andar, Rio de Janeiro, GB-ZC-05. WTD 6/68.

356 General industrial machinery

ENGLAND—Centrifugal chemical pumps capable of handling most corrosive liquids; peripheral equipment such as specialized valves. Agency in first instance, followed by manufacture of equipment under license. F. A. Hughes and Co. Ltd. (manufacturer, exporter), Blenheim Road, Longmead, Epsom, Surrey. WTD 7/68.

PAKISTAN—Low lift pumps, 4 hp or 6 hp gasoline. Eastern Import & Export Agency (importer, wholesaler, retailer, agent), 7-8 Motijheel Commercial Area, Dacca-2. WTD 6/68.

358 Service industry machines

FRANCE—Air conditioning equipment. SETROB (Societe d-Etudes Techniques et Realisation du Second Oeuvre du Batiment) (importer, wholesaler, retailer), 10, Rue d'Hauteville, Paris, 10eme. WTD in preparation.

361 Electric transmission, distribution equipment

FRANCE—Control, regulating devices; measuring instruments. Radio Television Francaise (importer, wholesaler, retailer, agent), 73, Avenue de Neuilly, 92 Neuilly-sur-Seine. WTD 2/68.

367 Electronic components

ARGENTINA—Television accessories. Exclusive representation. Requests replies in Spanish. Cortinas Hnos. y Cia., S.R.L. (Telecort) (wholesaler), Mejico 1799, Buenos Aires. WTD 7/68.

FRANCE—Electronic components and accessories: specialty resistors for electronic end products; electronic inductors, transformers and capacitors; other electronic components. MASPEL (Materiaux Speciaux pour l'Electronique) (importer, wholesaler), 186, Rue du Faubourg St. Honore, 75 Paris, 8eme. WTD 6/68.

GERMANY—Semiconductor-diodes, transistors, special tubes, special-lamps, resistors and capacitors. Requests price quotations f.o.b. New York. Labudda GmbH. (importer, manufacturer, wholesaler), Winfried, 84 Wupperstrasse, 565 Solingen. WTD 7/68.

369 Electrical machinery

ARGENTINA—Electromedical, X-ray apparatus. Exclusive representation. Plastic Contact Lens Argentina, S.A. (manufacturer, distributor), Catamarca 177, Buenos Aires. WTD 7/68.

371 Motor vehicles, equipment

PHILIPPINES—Truck, auto parts, Eurasian-American Commercial (indentor), Suite 712 Pacific Bldg., 460 Rosario St., Manila. WTD 7/68.

VENEZUELA—Automotive spare parts. Sales agency for entire country. Federico Nunez, "Representaciones Federico Nunez" (sales agent), Edificio Orion, Oficina C-2, Avenida Presidente Medina, Caracas. or: Apartado 7689 Nueva Granada, Caracas. WTD 7/68.

381 Scientific, research instruments

AUSTRIA—Scientific measuring, analyzing, testing equipment. "Intropa" Industrie- und Handels-Aktiengesellschaft (importer, wholesaler, manufacturers' agent), Mantlergasse 30, POB 89, A-1131 Vienna. WTD 6/67.

382 Instruments for measuring physical characteristics

ENGLAND—Ultrasonic equipment for industrial applications. Sole agency with view to manufacturing and license at later date. Thomas R. Headland Ltd. (manufacturer, exporter), Melon Rd., London, S.E.15. WTD 7/68.

384 Surgical, medical, dental instruments

FRANCE—Dental equipment, instruments, supplies. Laboratoires Thersa (manufacturer, importer, wholesaler, retailer), 15, Rue des Champs, 92 Asnieres. WTD in preparation.

ICELAND—Safety equipment for industrial, construction use: helmets, safety gloves, masks, vests, jackets. Velsmidjan Dynjandi, S. F. (importer, wholesaler), Skeifan 3h, Reykjavik. WTD 7/68.

395 Pens, pencils, office materials

AUSTRIA—Novelties in office and school supplies, other than customary writing instruments, rulers. Requests replies in German. SchreibwarengrosshandlungRenatus Battistic (wholesaler, manufacturers' agent), Schoenbrunnerstrasse 110-112, A-1050 Vienna. WTD 8/67.

396 Costume jewelry

ITALY—Costume jewelry. Attson di Mario Ottino (distributor, representative, resident buyer), Corso Italia 43, 20122 Milano. WTD 4/68.

Leads for Importers

Commodities are offered direct unless specified

208 Beverage industries

UGANDA—Locally distilled exotic alcoholic beverage known as "Waragi." National Trading Corp. (government agency), P.O. Box 3476, Kampala.

209 Food preparations

TANZANIA—Cardamoms. Shantilal R. Shah (exporter), P.O. Box 729, Tanga. WTD in preparation.

283 Drugs

IRAN—Chemical herbs, drugs. S. Mohan Singh Kohli Seraye Omid (import-export firm), Bouzarjomehri Avenue, Tehran. WTD 3/68.

286 Gum, wood chemicals

IRAN—Gall nut which is used for leather tanning. S. Mohan Singh Kohli, Seraye Omid (import-export firm), Bouzarjomehri Avenue, Tehran. WTD 3/68.

Visiting Buyers and Officials

AUSTRALIA—W. K. Kopsen, W. Kopsen & Co. Pty Ltd., 376-382 Kent St., Sydney, N.S.W. 2000, **interested in marine hardware, marine engines, outboard and inboard, small boat equipment, general items for ship chandlery trade.** Approx. Aug. 28 via New York until Sept. 19. c/o Australian Trade Commissioner, 636 Fifth Ave., New York, N.Y. 10020 or Australian Trade Commissioner, 350 Post St., Union Square, San Francisco, Calif. 94108. Itinerary: 8/28-30 New York, 9/2-4 Detroit, 9/4-5 Chicago, 9/14-19 Honolulu. WTD 7/68.

R. J. Rawlings, Australian General Electric Co., Inc., 103 York St., Sydney 2000, **interested in concluding agents arrangements for electronic components and instrumentation as applicable to the communications and electrical controls fields.** Aug. 19 via San Francisco until Sept. 13. c/o Statler Hilton Hotel, 930 Wilshire Blvd., Los Angeles, Calif. 90017 or c/o J. Lomonaco, Manager, Visitor Service, I. G. Export Div., General Electric Co., 159 Madison Ave., New York, N.Y. 10002. Itinerary: 8/20-23 Los Angeles for Wiscon Show, 9/9-13 New York.

CHILE—Alfredo Gomez D., Sociedad de Warrants Gomez y Cia., Av. Bulnes 80, Depto. 27, Santiago, **interested in bonded warehouse systems and financing of industrial projects and requesting technical information.** End of Aug. via Ft. Worth for four months. c/o 4313 Stone Way Road, Ft. Worth, Texas. Itinerary: to be decided after arrival. WTD 3/58 under revision.

KUWAIT—Kamil Younis Dudin, Representative, Sager Suleiman Sager al-Ghanaiman, P.O. Box 295, Kuwait, **interested in auto spare parts, blankets, lubricating oils, tires.** Late Aug. via San Francisco for approx. two weeks. c/o Parts International Inc., 21295 Mission Blvd., Hayward, Calif. 94541. Itinerary: San Francisco, Los Angeles, Chicago, New York. WTD 7/68.

SAUDI ARABIA—Abdulla Hashim, Abdulla Hashim Establishments, P.O. Box 44, Jidda, **interested in purchasing liquid oxygen, nitrogen, argon separation plants, steel fabricating equipment.** Aug. 25 via New York for two weeks. c/o Saudi Arabia Consulate General, 633 3rd Ave., New York, N.Y. 10017. Itinerary: New York, Chicago, New York. WTD 5/67.

SOUTH AFRICA—Harold Caminsky, Harold Caminsky & Son (Pty.) Ltd., 108 Southwood Bldg., Hopper Lane, Durban, **interested in importing consumer goods suitable for South African market.** Aug. 29 via New York for approximately six weeks. c/o 2421 Webb Ave., Bronx, N.Y. 10468. Itinerary: New York, Los Angeles, San Francisco, others as required. WTD 7/68.

NOTE: Another group of travelers reaching the U.S. has important sales information for American firms. Itinerary of returning U.S. Commercial Officers, holding business consultations at various U.S. Department of Commerce Field Offices, is reported each week in the "Calendar for International Traders" on the inside back cover.

New Books and Reports

***Overseas Business Reports.* U.S. Department of Commerce. Washington, D.C. 1968. $13 per year ($5 additional for overseas mailing), 15 cents per copy.**

Market Profiles for Western Europe and Canada. OBR 68-44. This report presents a series of one-page summaries on the economies of 18 Western European countries, Canada, the EEC and EFTA. Subjects covered include foreign trade, foreign investment, finance, economy, basic economic facilities, natural resources, and population.

Market Profiles for Africa. OBR 68-45. Forty-three African countries are covered in this report on opportunities for sale of U.S. goods and services.

Market Profiles for the Far East. OBR 68-46. This report summarizes the economies of 15 Far Eastern countries.

Market Profiles for the Near East and South Asia. OBR 68-47. Reports on 17 countries of the Near East and South Asia are presented.

Market Profiles for Latin America and the Caribbean. OBR 68-48. Summaries cover the economies of 22 countries of Latin America and the Caribbean.

Write: any Department of Commerce field office or Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

***Australia: New Business Power in the Pacific.* Published by Business International. New York. 1968. $40.**

Australia is currently undergoing a revolution of sorts—breaking traditional political and economic ties with the United Kingdom, abandoning its reliance on agricultural exports, and beginning an exploitation of its vast mineral resources on a scale that is transforming world trade supply patterns.

This research report examines the advantages and problems posed by the revolution to the U.S. businessman considering investing in, or selling to, this rich market. Separate chapters detail the problems international firms are meeting, give examples and explain why some firms have failed, and show how overseas executives are successfully coping with them.

Australia now occupies a major role in Asian development, with Japan as its principal world customer. The United States is Australia's biggest supplier of imports.

Write: Business International, 757 Third Ave., New York, N.Y. 10017.

***Prospects for Nuclear Energy in Western Europe: Illustrative Power Reactor Programs.* European Nuclear Energy Agency (ENEA) of the OECD. Paris, 1968. $2.50.**

This report brings up to date where necessary data from a report published in 1966 by the ENEA containing authoritative estimates of the resources and price category of uranium and thorium minerals in the world, excluding the USSR, China, and Eastern Europe. It goes beyond this to illustrate, on the basis of these data, some of the long-term effects which could result from the eventual application of nuclear reactor technology along broad alternative lines of growth over the next forty years. Economic data on reactors, such as capital and running costs, are not included.

Write: OECD, Publications Office, 2 rue Pascal, Paris 16, France. Refer to sales no. 66 68 01 1.

***The Competition Law of the European Economic Community* By Arved Deringer, Published by Commerce Clearing House, Inc. Chicago. 1968. 440pp. $15.**

The anti-trust laws of the European Common Market are analyzed in this thorough study which begins with the relevant provisions of the Rome Treaty and incorporates the latest decisions of the EEC Commission, the European Court of Justice and the national courts.

The author, a practicing attorney in Bonn, Germany, and a member of both the West German and European Parliaments, compares and contrasts the Community anti-trust laws with that of the six individual countries.

In this effort to find the common elements in the various national laws and their relation to EEC laws, he had the help of ten legal experts from the various EEC countries.

Write: Commerce Clearing House, Inc., 4025 W. Peterson Ave., Chicago, Illinois 60646.

Foreign Trade Statistics of Africa—Series B—Trade by Commodity, Jan.-Dec. 1966—No. 13. 1968. United Nations, New York. $5.

This is a companion to a Series A, "Direction of Trade," and provides cumulative half-yearly data on African commodity trade according to the Standard International Trade Classification (SITC), Revised, by regions and by country of origin and destination in thousand U.S. dollars. Imports and exports are analyzed by section, groups or subgroups. The items are based on data furnished by individual reporting countries and territories in the form of publications or tabulation listings.

Write: United Nations Sales Section, UN Plaza, New York, N.Y. 10017. Refer to sales no.: E/F.68.II.K.3.

***Plastics Markets—Portugal.* Published by Industrial Export Surveys. London. 1968. 59pp. $24.**

This latest market report covers the export opportunities for manufacturers of plastics materials in Portugal. The publisher states that plastic imports in that country are growing at a rate of 19% a year and are now worth over $25 million annually.

The study gives exporters full information on their potential customers in Portugal, listing the type and quantity of plastics materials in demand, existing suppliers, prices, tariffs, demand trends, and other relevant data.

Write: Industrial Export Surveys, 35 Great Peter St., London SW1.

***Life Around Us (A Commercial Directory).* Published by Printers Combine (Mercantile) Ltd., Karachi, Pakistan. 1968. 180pp. $3.**

This directory and telephone index lists Pakistani banks, insurance companies, gas and oil distributing companies, shipping firms, textile mills, cigarette manufacturers, shipping companies, and seafood exporters.

Also included are domestic and foreign postal rates, income tax rates, and articles on the Pakistan Industrial Credit & Investment Corporation Ltd., and the Industrial Development Bank of Pakistan.

Write: Printers Combine (Mercantile) Ltd., 16-B, Commercial Area, Nazimabad, Karachi, Pakistan.

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Calendar *for international traders*

AUSTIN, Tex.—Aug. 29—Joint FCIA-Export Financing Workshop, Chamber of Commerce, 9:30 a.m.-12 noon. Sponsors: Commerce Dallas Field Office, REEC, Chamber of Commerce, FCIA, Small Business Administration.

CEDAR FALLS, Ia.—Aug. 27—Export Workshop, Howard Johnson Motor Lodge, 12 noon. Sponsors: Commerce Des Moines Field Office, Cedar Falls Chamber of Commerce, REEC.

CHICAGO—Sept. 3-4—Businessmen's Consultation, **Oliver B. Bongard, Commercial Attache, Taipei/to the Hague.** Sponsor: Commerce Field Office.

CHICAGO—Sept. 10—Automotive Exporters' Club of Chicago, Builders Bldg.

CLEVELAND—Sept. 6—Businessmen's Consultation, **Oliver B. Bongard, Commercial Attache, Taipei/to the Hague.** Sponsor: Commerce Field Office.

COSTA MESA, Calif.—Sept. 10—Export Expansion Seminar, Chamber of Commerce, 9 a.m. Sponsors: Commerce Los Angeles Field Office, Costa Mesa Chamber of Commerce.

DALLAS—Aug. 28—International Trade Workshop, Commerce Field Office, 9:30 a.m. Sponsors: Commerce Field Office, REEC, Small Business Administration.

DETROIT—Aug. 27—Export Marketing Workshop, Commerce Field Office, 9:30 a.m. Sponsors: Commerce Field Office, REEC.

DETROIT—Sept. 10—Export Marketing Workshop, Commerce Field Office, 9:30 a.m. Sponsors: Commerce Field Office, REEC.

HOUSTON—Aug. 30—Businessmen's Consultation, **Harry A. Cahill, Commercial Officer, Belgrade/to Montevideo.** Sponsor: Commerce Field Office.

LOS ANGELES—Aug. 30—Export Expansion Seminar, Commerce Field Office, 9:30 a.m. Sponsor: Commerce Field Office.

MEMPHIS—Sept. 5—Export Workshop, National Bank of Commerce. Sponsor: Commerce Field Office, REEC, National Bank of Commerce.

MINNEAPOLIS—Aug. 27—Market Potential in Chile and Paraguay, Robert Slenes, Trade Mission member, Commerce Field Office. Sponsors: Commerce Field Office, REEC.

MINNEAPOLIS—Aug. 30—Businessmen's Consultation, **Oliver B. Bongard, Commercial Attache, Taipei/to the Hague.** Sponsor: Commerce Field Office.

MINNEAPOLIS—Aug. 30—Market Potential in Taiwan, Normandy Motor Hotel, 12 noon. Luncheon speaker: **Oliver B. Bongard, Commercial Attache, Taipei/to the Hague.** Sponsors: Minnesota World Trade Assn., Commerce Field Office, REEC.

MINNEAPOLIS—Sept. 5—Market Potential in Denmark, Commerce Field Office, **Robert Brown, Commercial Attache, Copenhagen.** Sponsors: Commerce Field Office, REEC.

NEW ORLEANS—Sept. 3—Businessmen's Consultation, **Harry A. Cahill, Commercial Officer, Belgrade/to Montevideo.** Sponsor: Commerce Field Office.

NEW YORK—Sept. 3—Foreign Credit Interchange Bureau Round Table Conference on foreign finance, credit, collection, and exchange problems; Ben Franklin Hall; 1:30 p.m. Sponsor: Foreign Credit Interchange Bureau.

PHILADELPHIA—Aug. 28—In-Office Conference. Sponsor: Commerce Field Office.

PITTSBURGH—Aug. 27—Businessmen's Consultation, **Robert A. Brown, Commercial Attache, Copenhagen.** Sponsor: Commerce Field Office.

ST. LOUIS—Sept. 10—"Show You" Export Workshop, Conference Room, Federal Bldg., 2:00 p.m. Sponsors: REEC and Commerce Field Office.

SIOUX CITY, Ia.—Aug. 30—Export Workshop, Biltmore Dining Room, 12 noon. Sponsors: Commerce Des Moines Field Office, Sioux City Chamber of Commerce.

TOPEKA, Kan.—Aug. 28—Export Documentation Workshop, Chamber of Commerce, 9:30 a.m. Sponsors: Commerce Kansas City Field Office, Topeka Chamber of Commerce, REEC.

TOPEKA, Kan.—Aug. 28—In-Office Workshop for Exporters, Chamber of Commerce, 2 p.m. Sponsors: Commerce Kansas City Field Office, Topeka Chamber of Commerce, REEC.

WACO, Tex.—Aug. 27—Joint FCIA-Export Financing Workshop, Chamber of Commerce, 9:30 a.m.-12 noon. Sponsors: Commerce Dallas Field Office, REEC, Chamber of Commerce, FCIA, Small Business Administration.

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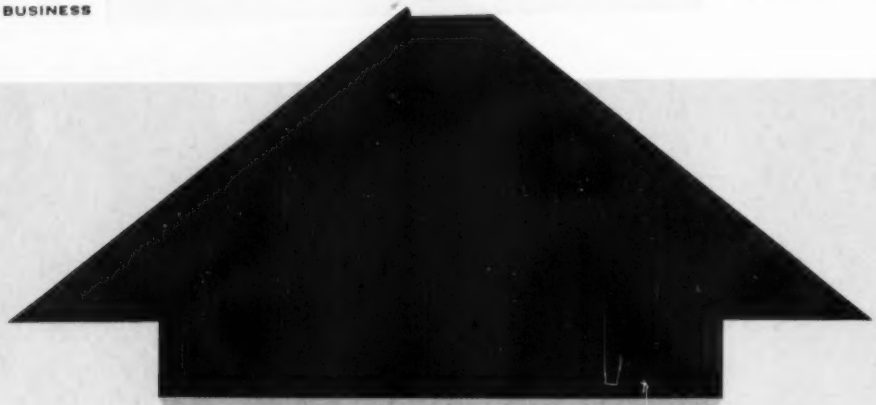

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